

The Lovemarks Effect Winning The Consumer Revolution

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Kevin Roberts is the CEO of Saatchi and Saatchi and the originator of 'Lovemarks', a means of initiating an emotional response to a brand from a consumer. This book offers ideas and stories about lovemarks in action, as they make their way into the hearts of consumers and shoppers

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The Lovemarks Effect Winning The Consumer Revolution. Roberts demonstrates exactly how Lovemarks work in the marketplace by taking the reader on a tour of Lovemarks as seen through the eyes, ears and hearts of the CEOs and marketers who have the used the power of emotion to connect with their

The Lovemarks Effect Winning The Consumer Revolution

Now in 16 languages, Lovemarks has generated a wave of consumer conversations stretching over 100-plus countries. In this follow-up book, The Lovemarks Effect: Winning in the Consumer Revolution, the people speak: consumers, owners, and marketers show the impact of Lovemarks on their lives, their businesses, and their aspirations. How consumers feel about your company—their emotional connection to you—is what now determines success.

The Lovemarks Effect: Winning in the Consumer Revolution ...

Lovemarks is a marketing concept that is intended to replace the idea of brands. The idea was first widely publicized in a book of the same name written by Kevin Roberts, CEO of the advertising agency Saatchi & Saatchi. In the book Roberts claims, "Brands are running out of juice". He considers that love is what is needed to rescue brands.

Lovemark - Wikipedia

The Lovemarks Effect: Winning in the Consumer Revolution (2006) Lovemarks is a marketing concept that is intended to replace the idea of brands. The idea was first widely publicized in a book of the same name written by Kevin Roberts, CEO of the advertising agency Saatchi & Saatchi. In the book Roberts claims, "Brands are running out of juice".

Lovemark - Wikipedia

The Lovemarks Effect: Winning in the Consumer Revolution offers instruction and inspiration about creating emotional connections and winning in a consumer-empowered future. From the aisles of the in-store experience to the power of sustainable design, from Lovemarks research to consumer stories, The Lovemarks Effect is a joyride through the evolving business landscape.

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