



Customer Inspired Marketing: Change the Game and Become the Brand They REALLY Love (Paperback)

By Aubyn Thomas

AUTHORHOUSE, United States, 2009. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.It's no secret that the old methods of mass marketing are losing effectiveness and value. We have exploited the basic advertising tactics for so long, customers just don't seem to care anymore. We now live in a delete era where the customer is in charge. The time to reinvent the way we go-to-market is now! Given the light speed at which your customers receive and process information, the fragmentation of media outlets, combined with a volatile macroeconomic climate - marketing genius is key. The book offers a clear roadmap toward creating sustainable and profitable brand value through a better ability to understand and delight your customer. It will prepare your company to embody your brand and live up to the promise that you portray. Today's new-world economy requires a strategy that understands how to out-think the competition, not outspend them. In Customer Inspired Marketing, Aubyn Thomas, senior vice president of marketing services for Macy's, explains why these brands generate energized reactions from customers and how other brands can generate the same enduring and...



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