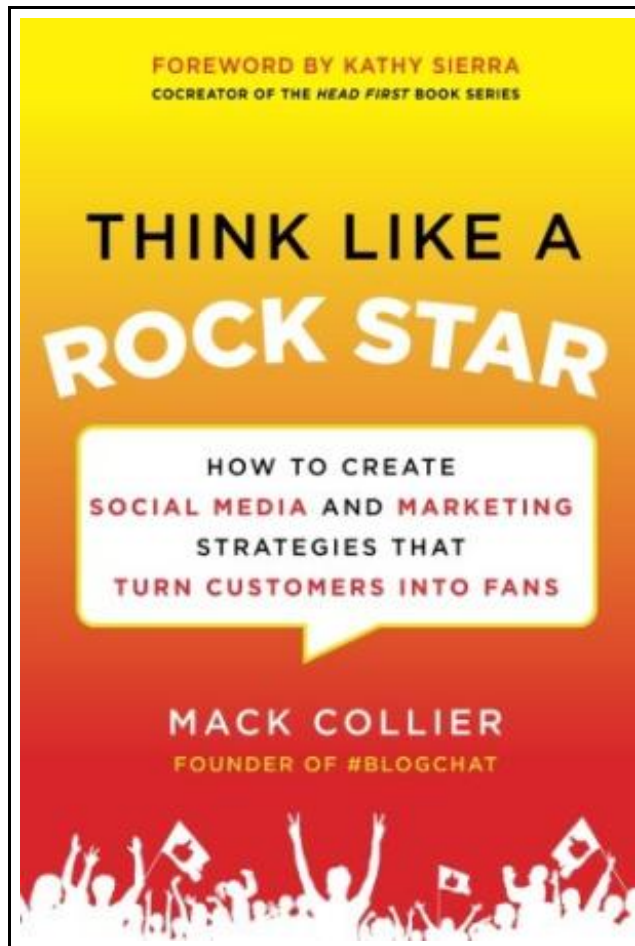


## Think Like a Rock Star: How to Create Social Media and Marketing Strategies That Turn Customers into Fans (2nd)



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*(Prof. Alvis Wuckert)*

## THINK LIKE A ROCK STAR: HOW TO CREATE SOCIAL MEDIA AND MARKETING STRATEGIES THAT TURN CUSTOMERS INTO FANS (2ND)

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McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Think Like a Rock Star: How to Create Social Media and Marketing Strategies That Turn Customers into Fans (2nd), Mack Collier, Kathy Sierra, Why have customers when you can have fans? Everything you need to leverage the power of brand evangelists. It is foreword by Kathy Sierra, cocreator of the Head First Book Series. Think Like a Rock Star shows you how to connect and engage with customers both online and offline to create a truly fan-centric brand using case studies of rock stars, including: Taylor Swift - who cultivates an army of devoted fans by constantly devising amazing experiences for them; Johnny Cash - who was so passionate about his fans that he even followed them to jail; Lady Gaga - who has built a financial empire by becoming a fan of her Little Monsters. Think Like a Rock Star explains how to apply these lessons to develop advocates of any type of brand, who will increase profits and grow your business. It also identifies easily replicable marketing strategies of top brands, such as Dell, Ford, Patagonia, and Red Bull, that have successfully turned customers into loyal fans. It is an indispensable tool for any marketing professional. Praise for Think Like a Rock Star: "There's a theory in music that if a musician has '1,000 true fans' (credit: Kevin Kelly), they've created a sustainable and full-time music career due to the passion, buying power, and advocacy of those 1,000 fans. Think Like a Rock Star takes that principle, and shows companies the exact steps they need to take to connect with their fans, and the business value of doing so. Highly recommended!" (Katie Morse, Social Marketing Manager at Billboard). "Mack Collier shares great brand-building insights and real-world successes to...



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