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The Shopper Economy: The New Way to Achieve Marketplace Success by Turning Behavior into Currency (Hardback)

By Liz Crawford

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English . Brand New Book. GET READY FOR THE AGE OF

SHOPPER MARKETING Consumers today are armed with a wealth of content--price comparisons, reviews, and even online inventory data--and this is good news for marketers, because these tools empower consumers, making them into shoppers

who are more willing than ever to interact with your brand .but for a price. The value of these shoppers attention is

soaring, and The Shopper Economy gives you the framework

for capturing and monetizing this valuable commodity. Liz

Crawford, a leading marketing innovator and consumer

behavior analyst, gives a fast-paced and comprehensive look

at how the unprecedented availability of information is a boon

to brands, because it lets shoppers perform the labor of

marketing when they watch and share ads, recommend

products, and interact with brands and each other. Crawford

presents interviews with marketers and shoppers, and case

studies of how brands like 7-Eleven, Carnival Cruises, and Kia

are using Shopkick, foursquare, and other platforms to stay

ahead of accelerating changes in consumer empowerment by

encouraging and rewarding everyday activities--entering a

store, messaging, recommending, Liking, playing, and more.

From these examples...



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Reviews

Basically no terms to clarify. It is actually written in basic terms rather than confusing. I found out this ebook from my dad and I suggested this book to find out.

-- **Elinore Vandervort**

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