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## LOVEWORKS: HOW THE WORLD S TOP MARKETERS MAKE EMOTIONAL CONNECTIONS TO WIN IN THE MARKETPLACE



powerHouse Books,U.S., United States, 2015. Paperback. Book Condition: New. Revised ed.. 238 x 198 mm. Language: English . Brand New Book. In 2004 Kevin Roberts wrote Lovemarks: the future beyond brands. It was admired by many as a breakthrough in marketing thinking but was also controversial because of its surprisingly obvious thesis: that emotional connections are at the heart of sustained relationships between producers, retailers, and consumers. While many companies were using the language of war in their marketing (target,...

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- Authored by Brian Sheehan
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