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FANS: FROM LIKED TO LOVED



Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Focus on the 10 who already love your product, the Fans. If you want to understand marketing today, understand Fans. Fans are the influencers. What Fans say about your product is far more important than what your creative agency says. Fans own the brand. When your brand manager goes to sleep, Fans stay up to the early hours,...

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- Authored by Graham Brown
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