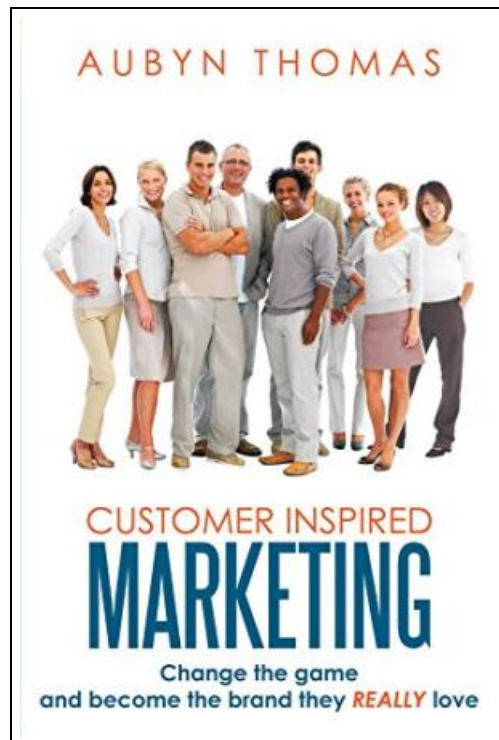


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AUTHORHOUSE, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.It s no secret that the old methods of mass marketing are losing effectiveness and value. We have exploited the basic 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 devoted following, even during financial crises. An eight-step plan for transforming any size organization into one of these brands, the book focuses on these themes: The customer: an examination of customers today and how demographic changes are shaping the new landscape. Customers are more informed and are looking for personal touches. Regrouping: using self-examination to discover the passionate core of the organization. Developing a proactive plan: the concrete steps organizations take to mitigate threats to brand perception and improve customer relationships. The book includes research, case studies and supporting graphs and diagrams to demonstrate the data behind the methodologies. With an accessible and supportive tone,...



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