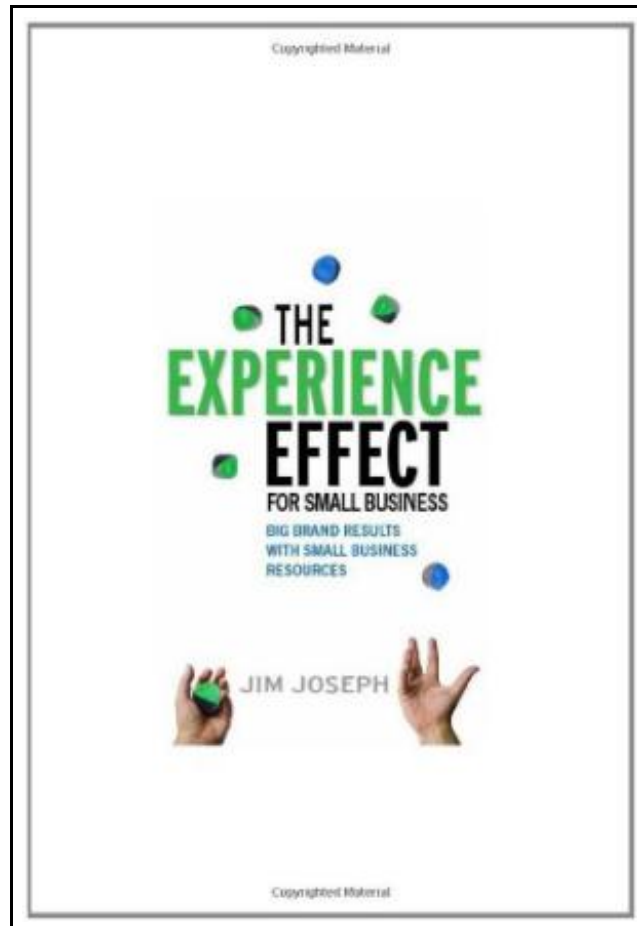# The Experience Effect for Small Business: Big Brand Results with Small Business Resources

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Reviews

This publication is wonderful. It can be rally fascinating throgh reading period of time. You are going to like the way the writer create this publication.
(Mrs. Piper Jacobi)

THE EXPERIENCE EFFECT FOR SMALL BUSINESS: BIG BRAND RESULTS WITH SMALL BUSINESS RESOURCES

Happy About. Hardcover. Book Condition: New. Hardcover. 198 pages. Dimensions: 8.6in. x 5.6in. x 0.7in.As every customer knows, the shopping experience is critical to brand satisfaction and loyalty. We all care deeply about the overall experience of the buying process--the marketing message, subliminal cues, the sales approach, personal human interaction. . . and more. When all of these elements come together in a cohesive and seamless package, a loyal customer is born. Brand strategist Jim Joseph calls this the experience effect. In a groundbreaking volume called The Experience Effect (2010), Jim showed big business how to create the total brand experience. Now he customizes that very same expertise for the backbone of the American economy, small business. While it is often said that small business is key to recovery, all around us we still see small business suffering the most. Flex and wiggle room is at a minimum, small business simply cannot afford the resources and the access to big brand thinking that the corporations do. Jim believes that theres simply no reason why a small business cannot perform like a big brand, even within our turbulent times. His perspective makes The Experience Effect For Small Business a timely and compelling read, particularly now. Filled with practical advice and real-life examples that will resonate with readers, The Experience Effect For Small Business teaches small business owners how to understand their brands target audience, conduct effective market research, connect with customers on an emotional level, establish unique and engaging touchpoints, and much, much more. Readers learn how to replicate these activities on limited budgets and few resources. Loaded with inspiration, Jim Josephs book will touch a chord with you, the small business owner in todays America economy. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN....

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