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What Great Brands Know: Unleash Your Right-Brain Genius to Stand Out and Make Customers Care

By Tracy Carlson

Longstocking Press, United States, 2014. Paperback. Book Condition: New. Peter Elwell (illustrator). 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.How do you make customers care? Today's best practices in business-left-brain approaches like analysis, benchmarking, and quantitative modeling-may increase efficiency and boost profitability, but they typically result in lifeless tactics that leave customers cold. Truly great brands-the ones we'd mourn if they disappeared tomorrow-integrate human-centered, non-linear right-brain thinking. This is what sparks connection and creates raving fans. For the first time, here's a powerful framework that decodes the right-brain principles that make customers care. Through compelling examples distilled from iconic brands and emerging gems, Fortune 500 strategist Tracy Carlson illuminates six core principles that will help your brand come to life and fresh approaches you can immediately apply to both your business and marketing strategies. Provocative and entertaining, this groundbreaking guide for business will resonate with innovators, brand experts and small business owners alike. What Great Brands Know will help you unleash your own right-brain genius for a whole-brain branding approach that works.



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