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The Brand Flip: Why customers now run companies and how to ...

Brand Flip is the second book of Marty Neumeier's that I read (the first one was Brand Gap). It's a really great read, and has inspired me to think more deeply about customer experience and brand touch-points (both those of my clients and my own).

The Brand Flip: Why Customers Now Run Companies and How to ...

Summary of The Brand Flip: Why customers now run companies and how to profit from it by Marty Neumeier. Branding is evolving. Marty Neumeier's new book (and previous ones) is a good testament of that. Marty starts with acknowledging (like all good writers) the function of any factual book – that is to communicate ideas in the most profound ...

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Best-selling brand expert Marty Neumeier shows you how to make the leap from a company-driven past to the consumer-driven future. You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment.

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[PDF] Brand Flip, The: Why customers now run companies ...

In the 13 years since Marty Neumeier wrote The Brand Gap, the gulf between business strategy and customer experience has finally begun to shrink. Many companies have bridged the gap to build powerful brands, radically differentiating their products and doubling down on design. But even the most successful haven't read the full memo. The rise of branding, now fueled by social media, has placed ...

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Brand Flip, The: Why customers now run companies and how ...

THE BRAND FLIP The rise of branding, now fueled by social media, has placed the future of companies firmly in the hands of customers. This is the brand flip, a pan-industry judo throw that's taking down some companies raising others to the status of superstars.

THE BRAND FLIP — MARTY NEUMEIER

"Marty Neumeier brilliantly groks how changes in the 'human capital' of customers can transform the brand equity of products and services. THE BRAND FLIP is the investment manual for marketers who want to make that human capital even more valuable." -MICHAEL SCHRAGE, AUTHOR OF WHO DO YOU WANT YOUR CUSTOMERS TO BECOME? "Get smart: Read THE BRAND FLIP and learn a) why customers want to take over your brand, and b) how to help them do it."

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Neumeier, Brand Flip, The: Why customers now run companies ...

The Brand Flip - Why Customers Now Run Companies. 22 March 2017 18:15. Marty Neumeier is a best-selling author and speaker who writes on the topics of brand, design, innovation, and creativity. Marty has written several best-selling books, including, The Brand Gap, outlining how to bridge the distance between business strategy and design. ...

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The Brand Flip

People wear brands, eat brands, listen to brands, and they're constantly telling others about the brands they love. On the flip side, you can't tell someone about a brand you can't remember. Additionally, a strong brand website strategy, like backlinks, is critical to generating referrals or viral traffic.

Why is Branding Important | Why Create a Brand | Roles of ...

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