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Think Like a Rock Star: How to Create Social Media and Marketing Strategies That Turn Customers into Fans (2nd)

By Mack Collier, Kathy Sierra

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Think Like a Rock Star: How to Create Social Media and Marketing Strategies That Turn Customers into Fans (2nd), Mack Collier, Kathy Sierra, Why have customers when you can have fans? Everything you need to leverage the power of brand evangelists. It is foreword by Kathy Sierra, cocreator of the Head First Book Series. Think Like a Rock Star shows you how to connect and engage with customers both online and offline to create a truly fan-centric brand using case studies of rock stars, including: Taylor Swift - who cultivates an army of devoted fans by constantly devising amazing experiences for them; Johnny Cash - who was so passionate about his fans that he even followed them to jail; Lady Gaga - who has built a financial empire by becoming a fan of her Little Monsters. Think Like a Rock Star explains how to apply these lessons to develop advocates of any type of brand, who will increase profits and grow your business. It also identifies easily replicable marketing strategies of top brands, such as Dell, Ford, Patagonia, and Red Bull, that have successfully turned customers into loyal fans. It...



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