

1. Record Nr.	UNINA9910163010803321
Autore	Smith Aaron C.T
Titolo	Brand Fans : Lessons from the World's Greatest Sporting Brands // by Aaron C.T. Smith, Constantino Stavros, Kate Westberg
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2017
ISBN	3-319-48854-6
Edizione	[1st ed. 2017.]
Descrizione fisica	1 online resource (X, 249 p.)
Disciplina	658.812
Soggetti	Customer relations—Management Market research Sports—Economic aspects Customer Relationship Management Market Research/Competitive Intelligence Sports Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1 Introduction – Crowdsourcing Brand Equity -- Chapter 2 Pitch Partners– Customers as Players and Collaborators -- Chapter 3 Unlimited Users: The Rise of Consumer-Generated Content -- Chapter 4 Connected Communities– Icons and Tribalism -- Chapter 5 Passionate Partisans– Lifelong Loyalty -- Chapter 6 Dynamic Data– Branding the Digital Drive -- Chapter 7 Enhanced Experiences – Enlisting the Fanatic -- Chapter 8 Conclusion– Future Brand Fans.
Sommario/riassunto	Combining the latest branding research with a diverse range of powerful case examples, this book reveals the cutting edge techniques of value co-creation, personalisation and customer engagement employed by sport's leading brands. Based on the transferable lessons that emanate from these practices, Brand Fans explores and illuminates how firms can cultivate connected fans and lifelong advocates, while building brand equity exponentially in the process. This is a book that will appeal to scholars and practitioners alike, as well as anyone fascinated by modern marketing, consumer relationships and branding.

