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| Altri autori (Persone) | FiskeSusan T |
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| Nota di contenuto | The Human Brand: How We Relate to People, Products, and Companies; Copyright; Contents; Acknowledgments; Introduction: Back to the Future: Why our immediate future so strongly resembles our distant past; An Email to Princeton; The Middle Ages of Marketing; The Relationship Renaissance; Instant Karma; Chapter 1: Warmth and Competence: The two timeless judgments that drive our behavior toward others; Brands Are People Too; The Language of Loyalty; Chapter 2: The Loyalty Test: Why we expect companies and brands to commit to us first; Dropped Calls; No Community but the Investment Community A Question of Loyalty Frequent Flying; From Acquaintances to Advocates; Chapter 3: The Principle of Worthy Intentions: The simple and reliable way to demonstrate warmth and competence; Trust as Our Default; Loyalty as a Primal Attachment; One-Way Streets; Shared Moral Values; Doing Well by Doing Good; Deserving and Undeserving Success; Chapter 4: The Price of Progress: How faceless commerce leads to a focus on discounts; The Loyalty Disconnect; The Internet and Its Uses; Big Love; The Zappos Advantage; The Amazon Challenge; The Relational Upside; The Digital Response; Missed Opportunities Chapter 5: Take Us to Your Leader: What we learn from the people behind the things we buy The Pizza Turnaround; Transformational |

Leadership; Come Out from Behind the Curtain; At the Heart of Loyalty; Leading by Example; Tell Us Your Story; David versus Goliath; Chapter 6: Show Your True Colors: Why mistakes and crises are a golden loyalty opportunity; Who Comes First?; When "Customer First" Turns Into Company First; Forgivable Faults; Apple's Lost Directions; A Reservoir of Good Will; The Silver Lining; The Cable Guy; Learning from Mistakes Chapter 7: The Relationship Renaissance: Navigating the road ahead Imperative 1: Become More Self-Aware; Imperative 2: Embrace Significant Change; Imperative 3: Fundamentally Shift Priorities; Notes; About the Authors; Index; Advertisements

Sommario/riassunto

"Why we choose companies and brands in the same way that we unconsciously perceive, judge, and behave toward one another People everywhere describe their relationships with brands in a deeply personal way--we hate our banks, love our smartphones, and think the cable company is out to get us. What's actually going on in our brains when we make these judgments? Through original research, customer loyalty expert Chris Malone and top social psychologist Susan Fiske discovered that our perceptions arise from spontaneous judgments on warmth and competence, the same two factors that also determine our impressions of people. We see companies and brands the same way we automatically perceive, judge, and behave toward one another. As a result, to achieve sustained success, companies must forge genuine relationships with customers. And as customers, we have a right to expect relational accountability from the companies and brands we support. Applies the social psychology concepts of "warmth" (what intentions others have toward us) and "competence" (how capable they are of carrying out those intentions) to the way we perceive and relate to companies and brands Features in-depth analyses of companies such as Hershey's, Domino's, Lululemon, Zappos, Amazon, Chobani, Sprint, and more Draws from original research, evaluating over 45 companies over the course of 10 separate studies The Human Brand is essential reading for understanding how and why we make the choices we do, as well as what it takes for companies and brands to earn and keep our loyalty in the digital age"--
