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Titolo	Igniting customer connections : fire up your company's growth by multiplying customer experience & engagement // Andrew Frawley
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Nota di contenuto	Cover; Title Page; Copyright; Contents; Preface: Marketing Is on Fire; Part One Connect With Your Customers - Now; Chapter 1 The New Marketing Landscape: To Survive Here, You Need to Be Able to Deal with Complexity and Speed; Tectonic Shift #1: More Media, Devices, and Disruption; Tectonic Shift #2: The Data Deluge; Tectonic Shift #3: The Infrastructure Goes Global; Tectonic Shift #4: Digital Channels Create Opportunities for Companies of All Sizes; Tectonic Shift #5: The World Moves Faster Than Ever; Tectonic Shifts Drive Crucial Changes in Consumer Behavior What Does an Empowered Consumer Mean? Marketing Isn't a Mystery Anymore; Meet the Me Economy; What Do These Shifts and Trends Mean to You?; Chapter 2 Customer Connections: The Basic Concept Remained Unchanged for Hundreds of Years-Until Now; Connections Exist at Many Levels; The Core Elements of a Connection; Experience: How People Feel-Emotional and Experiential Connections; Engagement: What People Do-Transactions as Connections; Customer Connections in the Current Era; A Confluence of Capabilities Opens New Doors; As Always, Knowledge Is Power Chapter 6 Strategies for Transformation: Clear, Achievable Next Steps

Help You Start Igniting Customer Connections Now Rethink Measurement; Organize around the Customer, Not Products or Channels; Establish a Consistent Marketing Process; Use Technology to Enable, Not Distract; Make Your Transformation a Reality; Part Two ROE2 Research and Insights; Chapter 7 Executive Insights: Dunkin' Donuts: How This Iconic American Brand Connects with Its Customers; Chapter 8 ROE2 in the Grocery Aisles: How Do Emotion and Experience Influence Grocery Consumers?; The Link between Emotion and Experience
A Personal, Emotional Connection Matters

Sommario/riassunto

A new data-driven approach to building customer relationships that fuel sustainable business growth Igniting Customer Connections explores how organizations of all sizes can build powerful and profitable customer relationships in a today's increasingly complex, fast-paced, and fragmented marketplace. Written by the president of one of the world's largest marketing firms, the book provides expert insights about connecting with customers effectively across all channels and over time. The central premise is a refreshingly different, evidence-based approach called Return On Experience and Engage
