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| 1. Record Nr.           | UNINA9910824271703321  |
| Autore                  | Joseph Jim <1963->   |
| Titolo                  | The experience effect : engage your customers with a consistent and memorable brand experience // Jim Joseph   |
| Pubbl/distr/stampa      | New York, : AMACOM, c2010  |
| ISBN                    | 1-282-56868-X<br>9786612568688<br>0-8144-1555-5  |
| Edizione                | [1st edition]  |
| Descrizione fisica      | 1 online resource (241 p.)   |
| Disciplina              | 658.8/27   |
| Soggetti                | Branding (Marketing)<br>Brand loyalty<br>Customer relations  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Description based upon print version of record.  |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | Contents; Foreword: Thoughts from Two Icons; Foreword: "Just Stick It Between Your Legs"; Acknowledgments; Introduction: Marketing Is a Spectator Sport: Observing, Learning, and Then Applying; Prologue: The Experience Effect in Action: Two Personal Examples; 1 Buzzwords Need Not Apply: Defining the Experience Effect; 2 Best Pasta in Town: Positioning the Experience Effect; 3 Brand Soundtrack: Making the Right Decisions for the Brand; 4 Not by Numbers Alone: Understanding the Brand's Target Audience; 5 Kiss a Few Babies: Constructing a Consumer Profile<br>6 Get Emotional: Connecting with Customers on Multiple Levels<br>7 Reach Out and Touch: Mapping Effective and Engaging Touchpoints; 8 Squishees from Kwik-E-Mart: Activating Touchpoints; 9 Avoiding the Cookie Cutter: Creating Unique Touchpoints; 10 Meet Martha, Louis, and Some Elves: Finding Inspiration; 11 Madonna and Tide: Learning from Celebrities; 12 Everyone Else Bring Data: Researching the Experience Effect; 13 A Flash of Color: Owning the Experience Effect; 14 Mind the Gap: Assessing What's Missing on the Brand; 15 A Room with a View: Keeping the Team on Track<br>Afterword: Click-Through: Making It Real<br>Index; About the Author |

