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Disciplina	658.8/27
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Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Inside out : what's the value of being an outsider? -- Going haywire : what's the relationship between economics and communication? -- Resonance versus share of voice : in what direction is technology propelling us? -- Creativity applied strategically : what parts of a "brand" matter most to a digitally wired audience? -- Communication as a system : how does communication work in society? -- Lexicon triggers : branding objective: appeal to a "tribe" -- Audio cues : branding objective: develop instant recognition -- Visual stimuli : branding objective: become a "controversial" brand -- Experience drivers : branding objective: close the feedback loop -- Cultural connections : branding objective: align thoughts and actions -- Following the feeling: what's the role of technology in following the feeling?
Sommario/riassunto	Elevate your brand, rise above the crowd, and build tribe In Follow the Feeling , strategy advisor Kai D. Wright answers a critical question plaguing entrepreneurs, brand strategists, marketers, and leaders: how do you grow your brand in a noisy world? Analyzing 1,500 fast-growing companies from Alibaba to Zara, the Columbia University lecturer and Ogilvy global consulting partner unpacks five branding secrets. Starting with behavioral economic principles and ending with a new systems-based approach to brand building, Wright offers readers one metric that trumps the hundreds entangling brand value, feelings. Follow the Feeling will show you how to best build and position your

brand so you can stand out from competitors, build a tribe, and engineer a positive feeling across five important branding territories—lexicon, audio cues, visual stimuli, experience, and culture. Sharing real-world lessons and practical advice he has gained helping everyone from Sean Diddy Combs and Meghan Trainor to Bank of America and HP develop and implement shareable, culturally-infectious branding strategies. Through storytelling, global research, and practical tips, this valuable book will help you and your organization: Efficiently create and deploy a comprehensive brand strategy across the organization Quickly launch new brands or reboot existing brands for growth Build tribes from audiences, consumers, clients, and partners Lean into the convergence of communication, culture, digital, and technology Regardless of industry or sector, branding is essential for companies, non-profits, and even individuals. Follow the Feeling: Brand Building in a Noisy World is a must-have resource for anyone from C-Suite executives to aspiring entrepreneurs seeking to unleash the full potential of their brand. And in this world of ever-increasing metrics paired with waning attentiveness, the most important signal of brand health is how you, through your brand, make people feel.
