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BELONGING EXPERIENCES: DESIGNING ENGAGED BRANDS



iUniverse, United States, 2010. Paperback. Book Condition: New. 212 x 138 mm. Language: English . Brand New Book ***** Print on Demand *****.How does a business create strong brand loyalty when there is so much competition for customers attention and needs? In Belonging Experiences, author Jean-Piere Lacroix explores the trends that impact how consumers connect with products and services while outlining a new model for brand engagement based on more than thirty years of leveraging the power of design thinking....

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- Authored by LaCroix Jean-Pierre LaCroix, Jean-pierre Lacroix
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