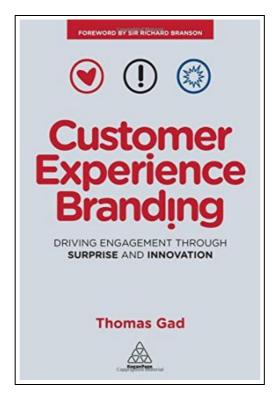
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Kogan Page Sep 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Now more than ever before has the individual had the ability to wield enormous power and gain exposure across cultures, continents and media. That gives rise to the undeniable place consumer perception must occupy at the heart of any brand, providing a wealth of opportunities to work with and adapt to customers' motivations, but at the same time presenting a series of challenges around retaining their attention, and fostering positive relationships with them. Sometimes the secret of a brand's success lies in its ability to nimbly respond to unexpected adoption of its products or services by consumers, so surprise can work two ways. In essence a brand must continue to introduce innovative and intriguing experiences to customers to remain differentiated from the herd, and to deliver a human message amongst increasingly automated and unremarkable communications. On the basis of experience at the forefront of new branding developments at market leading companies, and now enlightened by the lessons learned by cultivating start-ups with sponsors including Google, Customer Experience Branding expertly reviews the key considerations when devising brand strategy to introduce an element of newness and interest into customer interactions. Case studies are derived from major brands that continually achieve this, including Apple, Starbucks, Virgin, LEGO, IKEA, Google, GoPro, Uber, Instagram, Adidas, KLM and Handelsbanken and the Foreword has been provided by Sir Richard Branson, who has himself unfailingly responded to consumer need and overseen a remarkable portfolio over the years as a result. 168 pp. Englisch.



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