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Brand Flip The Why Customers The brand flip: Why Customers Now Run Companies and How to Profit From It Marty Neumeier's Innovation Toolkit Who this book is for Those new to branding and brand marketing. Those in the early stages of creating or rethinking a brand. Get this book if you are looking to transform a company, or team, into an engine of nonstop Innovation. Brand Flip, The: Why customers now run companies and how ... Brand Flip is the second book of Marty Neumeier's that I read (the first one was Brand Gap). It's a really great read, and has inspired me to think more deeply about customer experience and

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Connects To A Customer's Emotion. It's true that "People buy out of emotion and justify with logic." And according to Professor Gerald Zaltman, of Harvard Business School, 95% of our purchase decisions happen subconsciously.. As a business, a major part of your success depends on how your brand name, business goals, and missions resonate with your customer's feelings.

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