Descargar Libro En Línea PDF Epub Mobi Español The Brand Flip - Marty Neumeier

Descargar libro en línea PDF epub mobi Español The Brand Flip Marty Neumeier , Best-selling brand expert Marty Neumeier shows you how to make the leap from a company-driven past to the consumer-driven future. You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment.

In the 13 years since Neumeier wrote *The Brand Gap*, the influence of social media has proven his core theory: "A brand isn't what *you* say it isit's what *they* say it is." People are no longer consumers or market segments or tiny blips in big data. They don't *buy* brands. They *join* brands. They want a vote in what gets produced and how it gets delivered. They're willing to roll up their sleeves and help outnot only by promoting the brand to their friends, but by contributing content, volunteering ideas, and even selling products or services.

At the center of the book is the Brand Commitment Matrix, a simple tool for organizing the six primary components of a brand. Your brand community is your tribe. How will you lead it?

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