

# The Lovemarks Effect

KEVIN ROBERTS CEO WORLDWIDE, SAATCHI & SAATCHI, IDEAS COMPANY

## the lovemarks effect

WINNING IN THE  
CONSUMER  
REVOLUTION



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A business revolution is changing all the rules of the marketplace. Power is shifting from manufacturers and retailers directly to consumers, freshly enabled with information, choice, and connectivity. Price, service, quality, and design advantages are no longer enough to win.

In 2000, Kevin Roberts, CEO Worldwide of ideas company Saatchi & Saatchi said that brands were running out of juice. In Lovemarks: the future beyond brands , Roberts showed how Mystery, Sensuality, and Intimacy can create powerful emotional connections with consumers. The response to the book was electric. Now in 16 languages, Lovemarks has generated a wave of consumer conversations stretching over 100-plus countries.

In this follow-up book, The Lovemarks Effect: Winning in the Consumer Revolution , the people speak: consumers, owners, and marketers show the impact of Lovemarks on their lives, their businesses, and their aspirations. How consumers feel about your company—their emotional connection to you—is what now determines success. The Lovemarks Effect: Winning in the Consumer Revolution offers instruction and inspiration about creating emotional connections and winning in a consumer-empowered future.

From the aisles of the in-store experience to the power of sustainable design, from Lovemarks research to consumer stories, The Lovemarks Effect is a joyride through the evolving business landscape.

作者介绍:

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评论

Roberts的Lovemarks Theory續集。這個禮拜讀的書本本都硬得可以做凶器。

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精彩。

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