

Loveworks: how the world top marketers make emotional connection to win in the marketplace

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Abstrak

Loveworks expands upon Kevin Roberts's Lovemarks : The Future Beyond Brands (2004), by providing real world business examples of how many of the world's most successful brands have used the Lovemarks theory to create and sustain emotional connections with consumers.

Contents

Foreword / by Kevin Roberts

Introduction

Case stories. Lovemarks ; Xploring ; People power ; Tribes ; Virality ; Rallying cries ; More than a brand ; Forging relationships ; Body language ; Teasing the senses ; Blood relations

Conclusion.

Notes