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With Consumers

Romancing The Brand How Brands Create Strong Intimate Relationships With Consumers

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Romancing The Brand How Brands

Now, see how these brands approached the consumers with the advertisements illustrated in Romancing the Brand! See the Romances: A PEEK INSIDE Susan, a

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petite woman in her late 20s, picked up one of the cans and said to the focus group moderator, “I drink 8 of these a day.

Romancing the Brand, by Tim Halloran - Convince Consumers ...

“Romancing the Brand is an entertaining book that taps into a fundamental principle that every marketer should embrace: brands and consumers engage in a relationship. Truly world-class brands are able to grow and evolve a ‘romance,’ and that is when the magic happens.” —Jeff Popkin, president, Vita Coco “I loved Romancing the Brand.

Romancing the Brand: How Brands Create Strong, Intimate ...

Romancing the brand is an excellent book for understanding the relationship of branding to marketing. The author provides case studies and examples of how brands work to create intimate relationships with the clients. I particularly liked how the author drew on interviews

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with people from different brands to
explain what did or didn't work.

Romancing the Brand: How Brands Create Strong, Intimate ...

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Romancing the Brand: How Brands Create Strong, Intimate ...

Drawing on exclusive, in-depth interviews with managers of some of the world's most iconic brands, Romancing the Brand arms you with an arsenal of classic and emerging marketing tools—such as benefit laddering and word-of-mouth marketing—that make best-in-class brands so successful.

Romancing the Brand: How Brands Create Strong, Intimate ...

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**BUILDING CONSUMER-BRAND
RELATIONSHIPS.** Adopting the
foundation laid out in President Tim
Halloran's Award Winning Book,
Romancing the Brand, Romance the
Brand Group is a new and unique
marketing strategy firm that helps
enhance the relationship between
brands and consumers by helping
brands understand and develop
consumer passion points.

Romance the Brand | Building Consumer-Brand ...

"Romancing the Brand is an entertaining
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Coco "I loved Romancing the Brand.

Romancing the Brand: How Brands Create Strong, Intimate ...

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Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers - Kindle edition by Halloran, Tim. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers.

Amazon.com: Romancing the Brand: How Brands Create Strong ...

SEE THE ROMANCES. You've read the behind the scenes accounts of the romances between these brands and their consumers. Now, see how these brands approached the consumers with the advertisements illustrated in Romancing the Brand!

Romancing the Brand, by Tim Halloran - Convince Consumers ...

In "Romancing the Brand: How Brands Create Strong, intimate Relationships with Consumers," branding expert Tim

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Halloran argues that today's effective marketer must foster a deep, committed, and ...

How to Make Your Customers Fall in Love with Your Brand ...

“Romancing the Brand is an entertaining book that taps into a fundamental principle that every marketer should embrace: brands and consumers engage in a relationship. Truly world-class brands are able to grow and evolve a ‘romance,’ and that is when the magic happens.” —Jeff Popkin, president, Vita Coco “I loved Romancing the Brand.

Romancing the Brand: How Brands Create Strong, Intimate ...

Ultimately, Romancing the Brand provides marketers with a set of principles for making brands strong, resilient, and beloved--and the insight and confidence to use them. Jossey-Bass, 9781118611289, 272pp.

Romancing the Brand: How Brands

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Create Strong, Intimate ...

And with MBA students I teach, who will go on to run large brands at large companies. And with CMOs and other clients at large companies. So maybe I'm wrong. But if I am, so, it would appear, is Tim Halloran, whose book, *Romancing the Brand*, puts forth the case that not only can brands create strong, intimate relationships with consumers ...

Romancing the Brand - The Agency Review

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7: Keep Love Alive - Romancing the Brand: How Brands ...

Free Book Excerpt to *Romancing the Brand: How Brands Create Strong,*

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Intimate Relationships with
Consumers--Free Sample Chapter
Ultimately, Romancing the Brand
provides marketers with a set of
principles for making brands strong,
resilient, and beloved--and the insight
and confidence to use them.

Romancing the Brand: How Brands Create Strong, Intimate ...

Romancing the Brand reveals many
critical steps for success. Tim Halloran
explores the valued secrets to engaging
in an ongoing, passionate
relationship with your consumer. Great
read, great insight, ... "Nobody knows
the business of brands better than Tim
Halloran.

Romancing the Brand Book | Romance The Brand Group

Romancing the Brand | A young woman
tells a focus group that Diet Coke is like
her boyfriend. A twenty-something
tattoos the logo of Turner Classic Movies
onto his skin. These consumers aren't

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just using these brands.

Romancing the Brand : How Brands Create Strong, Intimate ...

Recently I had the privilege of connecting with Tim Halloran, President of Brand Illumination and author of the new book *Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers*. We discussed the key ingredients needed for a strong brand, how small businesses can take the first step to create meaningful, long-term relationships with their consumers, and he gave some ...

Romancing the Brand: An Interview with Tim Halloran ...

Romancing the Brand. January 2003; *The Chronicle of Higher ...* Colleges and universities employ specific textual and visual elements to cultivate their brands in order to derive a favorable ...

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Strong Intimate Relationships

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