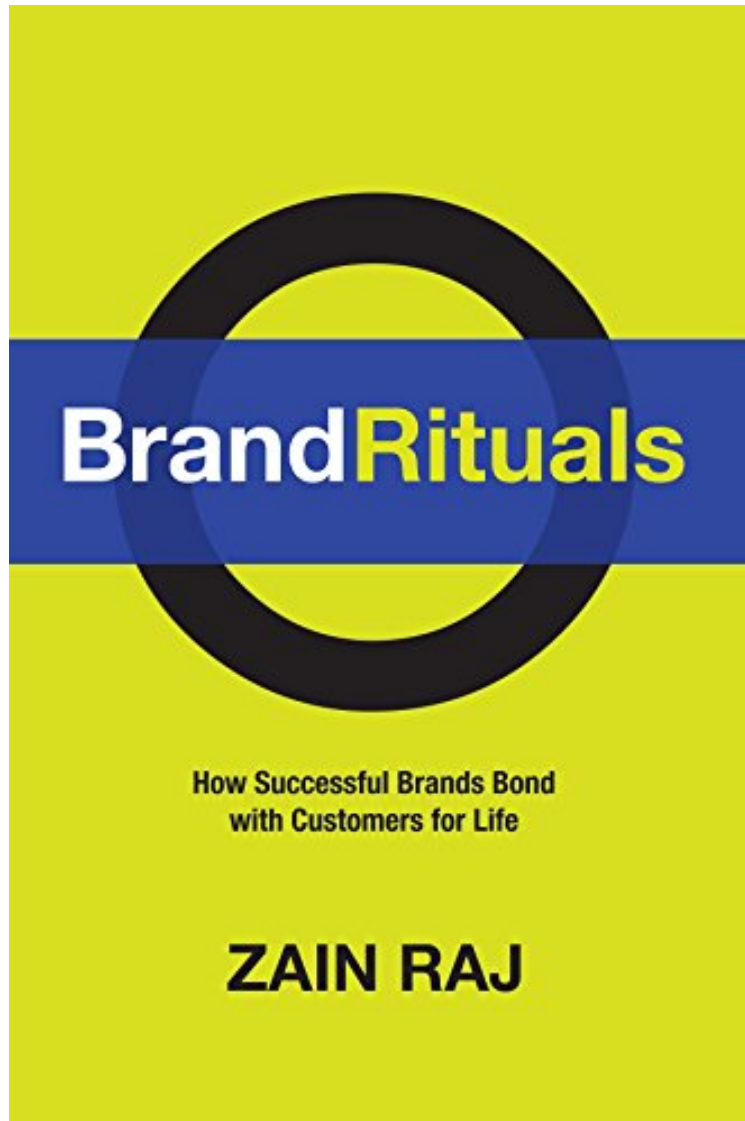


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Brand Rituals: How Successful Brands Bond With Customers For Life

Zain Raj

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Zain Raj : Brand Rituals: How Successful Brands Bond With Customers For Life before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand Rituals: How Successful Brands Bond With Customers For Life:

1 of 1 people found the following review helpful. Strategies for establishing habitual consumer behaviorBy JATINDER SINGHZain Raj continues to be at the forefront of marketing innovation, and is someone who has his finger on the pulse. Brand Rituals shows how the definition of "value"; has changed—that consumers

control the conversation, and that they no longer want to be sold to. It goes on to provide a pragmatic road map for building "value" in this new world economy via the creation of emotional bonds that drive habitual behavior; brand rituals. A terrific read for all marketers—from interns, to planners, to brand managers, to CMOs. 1 of 1 people found the following review helpful. To refer to Brand Rituals as a book on marketing ...By Don Grow To refer to Brand Rituals as a book on marketing is selling it short. It's a study in human behavior and the delicate balance that exist in a true reciprocating relationship. This should be the first stop for anyone looking to launch a new brand, renovate an existing brand, and add real value to its equity. 1 of 1 people found the following review helpful. Forward-thinking and insightful By Kimberly Michaelson Zain Raj is a visionary whose voice offers critical insight to help all marketers take an important leap forward. It is inspiring to read the words of such an inspiring leader and I will implement these practices as a change agent in my own organization.

In *Brand Rituals: How Successful Brands Bond with Customers for Life*, Zain Raj, a recognized leader in the marketing and strategy space, posits that companies and their brands have the ability to drive significant business impact by creating a bond with their most loyal customers. Raj calls this a Brand Ritual, a deep, abiding relationship that customers build with brands that becomes an integral part of their lives. The book discusses how it's no longer about consumer beliefs; it's all about customer behavior. It challenges the five existing marketing myths that no longer serve us and provides a clearly defined four-stage approach to a Brand Ritual. A higher number of bonded customers is not only possible but absolutely necessary if you and your company want to create sustainable brands that defy competitors for decades.

Zain demonstrates the critical need to understand the importance of creating and sustaining Brand Rituals and offers insight into the strategic approach to do so—Julie Gardner, EVP, Chief Marketing Officer, Kohl's Department Stores Zain's insights on the need for brands to create deeper, more meaningful and reciprocal relationships with consumers should serve as a wake-up call for many marketers. Traditional loyalty metrics are clearly not effective at gauging sustainable brand commitment. Aspiring to form true bonds with our consumers should be our aspiration, rather than simply patting ourselves on the back for driving frequency—Lee D. Applbaum, EVP, Chief Marketing Officer, RadioShack Corporation Zain reaches into the future with such zeal and discipline that you can't help but want to go on the journey with him. His insights about how Brand Rituals fit into our everyday life and how he puts the idea of ritual to work for your brands are nothing short of exciting—Dana Anderson, SVP, Marketing, Strategy, Communications, Kraft Foods Zain has developed simple but revolutionary new insights to help marketers understand where and how Brand Rituals form. And, more importantly, given us a thoughtful and analytical perspective on the steps necessary to help create Brand Rituals and foster long-term customer relationships. It is a must-read for all marketers.—Brian Beitler, EVP, Chief Marketing Officer, David's Bridal As a CMO, I've successfully driven positive results at multiple retail companies with help from Zain Raj and his focus on Brand Rituals. I consider him to be the first person I call when faced with turning around a challenged brand. His ability to quickly connect consumer needs with hidden brand strengths and opportunities to enable the development of Brand Rituals is truly breakthrough work—Justin Lewis, former Chief Marketing Officer About the Author A visionary leader, business accelerator and industry futurist, Zain Raj is combining innovation and creativity to create new business models for the future. Zain is the Chairman and CEO of Shapiro+Raj, a top-ten independent research and insights company. Zain is also the founder and CEO of zednext, an ideas incubator that takes an objective and disruptive look at issues and trends to help marketers and business leaders realize their full potential in a data-driven, digitally led and insights-driven world. Most recently he was CEO of Epsilon Agency Services (EAS), the largest global CRM and Digital agency.