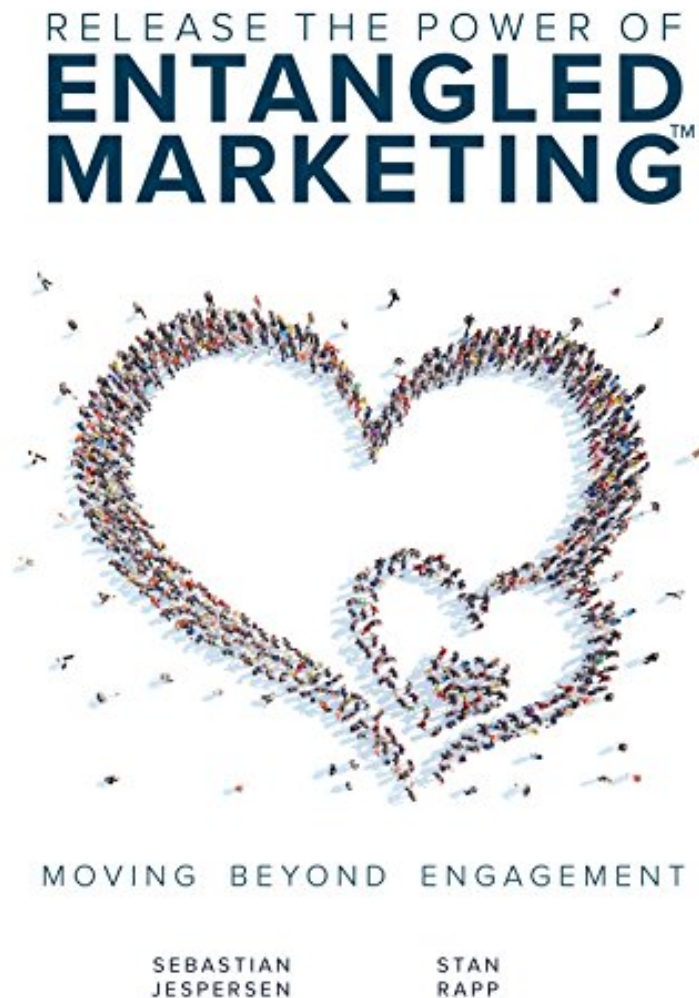


[Ebook free] Release the Power of ENTANGLED MARKETINGtrade;: Moving Beyond Engagement

Release the Power of ENTANGLED MARKETINGtrade;: Moving Beyond Engagement

Sebastian Jespersen, Stan Rapp

**Download PDF / ePub / DOC | audiobook | ebooks*



DOWNLOAD



+

READ ONLINE

#1803020 in eBooks 2016-03-11 2016-03-11File Name: B01CZ6XLL6 | File size: 75.Mb

Sebastian Jespersen, Stan Rapp : Release the Power of ENTANGLED MARKETINGtrade;: Moving Beyond Engagement before purchasing it in order to gage whether or not it would be worth my time, and all praised Release the Power of ENTANGLED MARKETINGtrade;: Moving Beyond Engagement:

0 of 0 people found the following review helpful. Great book on the future of marketingBy CustomerHaving known Sebastian Jespersen over the last 10 years, I can attest that this book sums up the brilliance of his mind when it comes to setting the tone for the future of marketing innovation. Never uncomfortable with championing the contrary point of view, his conviction has time and again been proven correct; moreover, what he and his co-author Stan Rapp initially

predicted at the start of 2016 is now starting to be seen within marketing models of various leading global brands. The connection of the book's chapters to a continually updated site means that the discussion doesn't need to stop once these predictions have come to pass. Here the question of 'what is next' continues forward. As we see an increasingly tense and politically-charged consumer mindset towards brands' marketing approaches in 2017, the key takeaway from the book - that there must be mutually rewarding value for both brand and consumer over the course of their lifetime - has never rung more true.

Laurence Lipworth
0 of 0 people found the following review helpful. Great book!

By Morten K. I have thoroughly enjoyed reading *Entangled Marketing* written by my good friend and business partner, Sebastian Jespersen, and Mr. Stan Rapp. I know Sebastian as a great innovator and digital thinker and these qualities definitely come across in this fine book. A lot has already been written about how to engage customers but this book manages to move beyond engagement and provides new perspectives on how brands can establish and maintain strong stakeholder relations over time to ensure business impact. With their new book, I believe Stan and Sebastian have succeeded in showing how *Entangled Marketing* can change the industry's thinking about how marketing can work best in the digital age and create mutually-rewarding relationships between brand and customer. Being the CEO and co-Founder of Voluntas Investments Advisory, I very much sympathize with the ideas on how a brand can provide meaning and value to customers to keep them in an ongoing relationship for life. A good read that I would recommend to any marketer.

- Morten Albaek, CEO and co-Founder of Voluntas Investments Advisory
0 of 0 people found the following review helpful. Love it!

By Customer
When I first learned about the concept of "entangled marketing" I was thrilled. I truly believe that this is the future of marketing and the only way to survive as a brand long term. I love that the book is written by two generations (Stan Rapp and Sebastian Jespersen) uniting their knowledge, experience and perspectives to build a new concept and way to interact with customers moving beyond engagement. "A complementary twosome" is what entanglement marketing is and a new and very insightful way of building relationships with customers. The book is easy read and with many good examples, great perspective and cases. It is very actionable and a must-read for anyone who want a future in marketing.

Pernille Thorslund
- Board member and digital advisor

Entangled Marketing is the new business model for building a supportive, enduring and mutually-rewarding customer relationship. Sebastian Jespersen and Stan Rapp have created this thought-provoking business and marketing model through their vision of entangling the brand and the consumer in an unbreakable, ongoing relationship. They find fault with today's lock-step focus on engagement when advanced digital technology makes anything imaginable--truly doable. The book introduces a number of groundbreaking ideas centered around the ways a brand can provide meaning and value to customers to keep them in an ongoing relationship for life. The reader will be taken on a journey from the twentieth century's arms-length relationships to the twenty-first century's "Zero Degrees of Separation." The authors maintain that bottom-line results improve exponentially when brand and customer act as a "one-plus-one" twosome. The ability to release the power of entangled marketing changes one's thinking about how marketing can work best in the digital age.

It's not often in today's fast-paced marketing scene that somebody describes a concept you immediately know is exactly right--one that resonates with both your instincts and your intellect. Sebastian Jespersen and Stan Rapp have done this with their vision of entangling the brand and the consumer in an unbreakable relationship. They find fault with today's lock-step focus on engagement when advanced digital technology makes so much more possible. Don't be put off by the seeming complexity of a term like entanglement; the concept is deceptively simple. Both men believe that entangling brand and consumer in becoming an inseparable twosome is tantamount to finding marketing's Holy Grail. Metaphorically, as the authors point out, it resembles the insoluble connection between a pair of entangled particles in the strange world of quantum mechanics. The ability to build this degree of involvement in the business world changes one's thinking about how marketing is supposed to work.

Deborah Malone, CEO and President The Internationalist
About the Author
SEBASTIAN JESPERSEN
CEO and founder of Vertic
Sebastian Jespersen is an innovator, business strategist, and a breakthrough digital thinker. He founded independent digital agency Vertic over a decade ago; today it serves some of the world's best-known global marketers and brands. He has successfully taken a start-up from the birth of the online marketing era through to the advertising world's new Internet battleground. Clients include Microsoft, SAP, Vestas, GE, Novo Nordisk, GSK and PayPal. Sebastian's pre-Vertic years as a management consultant in Europe and Asia underscore a multinational, analytical problem-solving point of view. This contrast with common creative or technical leadership found at most ad agencies today. His interpretation of social business, data, targeting and the bridging of marketing to sales - as well as his revolutionary application of this understanding to new platforms like LinkedIn - makes him a leader in today's fast paced, complex marketing world.

STAN RAPP
Co-founder of RAPP, MA Innovator, Best-selling Author, Agency Business-builder, Public Speaker
Stan Rapp is a business builder who has twice served as Chairman/CEO of global advertising agencies with combined revenues now surpassing a billion dollars. As co-founder of Rapp Collins (recently rebranded as RAPP), he served as CEO of what grew to become one of the world's top-10 ad agencies with more than 50 offices worldwide. He was recognized by

Advertising Age as one of the 101 individuals who shaped advertising in the 20th Century, and was elected to the Direct Marketing Association Hall of Fame. Direct Marketing magazine named him one of its select group of "industry legends." Recently, he served as Chairman of Engauge, a pacesetting social/digital agency founded in 2007 and acquired by Publicis in 2013.