



Brand Romance: Using the Power of High Design to Build a Lifelong Relationship with Your Audience

Kusume, Gridley

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For brands to succeed in a competitive environment they need to build a 'loving' relationship with their customers. Brands need to construct an emotional engagement with customers so that they feel genuinely connected to it and what it has to offer. Through 15 steps this book reveals how to use High Design principles to build a truly loved brand.

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