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“Marty Neumeier brilliantly groks how changes in the ‘human capital’ of customers can transform the brand equity of products and services. THE BRAND FLIP is the investment manual for marketers who want to make that human capital even more valuable.” –MICHAEL SCHRAGE, AUTHOR OF WHO DO YOU WANT YOUR CUSTOMERS TO BECOME? “Get smart: Read THE BRAND FLIP and learn a) why customers want to take over your brand, and b) how to help them do it.”

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They don't buy brands. They join brands.
They want a vote in what gets produced
and how it gets delivered. They're willing
to roll up their sleeves and help out - not
only by promoting the brand to their
friends, but by contributing content,
volunteering ideas, and even selling
products or services.

~~The Brand Flip: Why Customers Now Run
Companies and How to ...~~

Book description. Best-selling brand
expert Marty Neumeier shows you how to
make the leap from a company-driven past
to the consumer-driven future. You'll

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learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment.

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You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment. In the 13 years since Neumeier wrote *The Brand Gap*, the influence of social media has proven his core theory: "A brand isn't what you say it is—it's what they say it is."

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Summary of The Brand Flip: Why customers now run companies and how to profit from it by Marty Neumeier.

Branding is evolving. Marty Neumeier's new book (and previous ones) is a good testament of that. Marty starts with acknowledging (like all good writers) the function of any factual book – that is to communicate ideas in the most profound ...

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“Marty Neumeier brilliantly groks how changes in the ‘human capital’ of customers can transform the brand equity of products and services. THE BRAND FLIP is the investment manual for marketers who want to make that human capital even more valuable.” –MICHAEL

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SCHRAGE, AUTHOR OF WHO DO YOU WANT YOUR CUSTOMERS TO BECOME?

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The Brand Flip Why Customers Now Run Companies and How to ~ Bestselling brand expert Marty Neumeier shows you how to make the leap from a companydriven past to the consumerdriven future Youll learn how to flip your brand from offering products to offering meaning from value protection to value creation from costbased pricing to relationship pricing from market segments to brand tribes and from customer satisfaction to

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companies and how to profit from it. Neumeier, Marty. Best-selling brand expert Marty Neumeier shows you how to make the leap from a company-driven past to the consumer-driven future. You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment.

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CUSTOMER SEGMENTS →

~~CUSTOMER TRIBES~~ — The Brand Flip: Why ...

In the 13 years since Marty Neumeier wrote *The Brand Gap*, the gulf between business strategy and customer experience has finally begun to shrink. Many companies have bridged the gap to build powerful brands, radically differentiating their products and doubling down on design. But even the most successful haven't read the full memo. The rise of branding, now fueled by social media, has placed ...

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“Marty Neumeier brilliantly groks how changes in the ‘human capital’ of customers can transform the brand equity

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of products and services. THE BRAND FLIP is the investment manual for marketers who want to make that human capital even more valuable.” –MICHAEL SCHRAGE, AUTHOR OF WHO DO YOU WANT YOUR CUSTOMERS TO BECOME?

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At that time he identified the rising power of the customer, encapsulated in the phrase 'A brand is not what YOU say it is, it's what THEY say it is'. The Brand Flip continues to turn everything on its head - with the rise of social media, authenticity and meaning, customers are now helping to build and own the brands they identify with.

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They don't buy brands. They join brands. They want a vote in what gets produced and how it gets delivered. They're willing to roll up their sleeves and help out—not only by promoting the brand to their friends, but by contributing content, volunteering ideas, and even selling products or services.

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