

The Brand Flip Why Customers Now Run Companies And How To Profit From It Voices That Matter

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The Brand Flip

The rise of branding, now fueled by social media, has placed the future of companies firmly in the hands of customers. This is the brand flip, a pan-industry judo throw that's taking down some companies raising others to the status of superstars. The Brand Flip shows you how to make the leap to a consumer-driven future with lightness, power, and grace.

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CUSTOMER SEGMENTS » CUSTOMER TRIBES - The Brand Flip: Why ...

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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In this interview with Marty Neumeier, author of *The Brand Flip: Why customers now run companies and how to profit from it*, Marty talks about brand tribes, the onliness test, and his favorite brand disaster story. From the author of .

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