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Now, see how these
brands approached the
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Romancing the Brand!
See the Romances: A
PEEK INSIDE Susan, a
petite woman in her
late 20s, picked up one
of the cans and said to
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moderator, "I drink 8 of

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these a day.

Brands Create
**Romancing the
Brand, by Tim
Halloran - Convince
Consumers ...**

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“Romancing the Brand
is an entertaining book
that taps into a
fundamental principle
that every marketer
should embrace:
brands and consumers
engage in a
relationship. Truly
world-class brands are
able to grow and

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evolve a 'romance,'
and that is when the
magic happens." —Jeff
Popkin, president, Vita
Coco "I loved
Romancing the Brand.

Romancing the Brand: How Brands Create Strong, Intimate ...

Romancing the brand
is an excellent book for
understanding the
relationship of
branding to marketing.
The author provides

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case studies and examples of how brands work to create intimate relationships with the clients. I particularly liked how the author drew on interviews with people from different brands to explain what did or didn't work.

Romancing the Brand: How Brands Create Strong, Intimate ...

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Brands Create Strong, Intimate Relationships with Consumers now with O'Reilly online learning. O'Reilly members experience live online training, plus books, videos, and digital content from 200+ publishers.

Romancing the Brand: How Brands Create Strong, Intimate ...

Drawing on exclusive,

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in-depth interviews with managers of some of the world's most iconic brands, Romancing the Brand arms you with an arsenal of classic and emerging marketing tools—such as benefit laddering and word-of-mouth marketing—that make best-in-class brands so successful.

**Romancing the
Brand: How Brands
Create Strong,**

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Intimate ...

**BUILDING CONSUMER-
BRAND
RELATIONSHIPS.**

Adopting the
foundation laid out in
President Tim
Halloran's Award
Winning Book,
Romancing the Brand,
Romance the Brand
Group is a new and
unique marketing
strategy firm that helps
enhance the
relationship between
brands and consumers

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by helping brands
understand and
develop consumer
passion points.
Relationships

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Building Consumer-
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"Romancing the Brand
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Romancing the Brand: How Brands Create Strong, Intimate ...

Romancing the Brand: How Brands Create Strong, Intimate Relationships with

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Consumers - Kindle edition by Halloran, Tim. Download it once and read it on your Kindle device, PC, phones or tablets. Use features like bookmarks, note taking and highlighting while reading Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers.

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SEE THE ROMANCES.
You've read the behind
the scenes accounts of
the romances between
these brands and their
consumers. Now, see
how these brands
approached the
consumers with the
advertisements
illustrated in
Romancing the Brand!

**Romancing the
Brand, by Tim**

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Halloran - Convince Consumers ...

In "Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers," branding expert Tim Halloran argues that today's effective marketer must foster a deep, committed, and ...

How to Make Your Customers Fall in Love with Your Brand ...

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“Romancing the Brand is an entertaining book that taps into a fundamental principle that every marketer should embrace: brands and consumers engage in a relationship. Truly world-class brands are able to grow and evolve a ‘romance,’ and that is when the magic happens.” —Jeff Popkin, president, Vita Coco “I loved Romancing the Brand.

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Romancing the Brand: How Brands Create Strong, Intimate ...

Ultimately, Romancing the Brand provides marketers with a set of principles for making brands strong, resilient, and beloved--and the insight and confidence to use them. Jossey-Bass, 9781118611289, 272pp.

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Romancing the Brand: How Brands Create Strong, Intimate ...

And with MBA students I teach, who will go on to run large brands at large companies. And with CMOs and other clients at large companies. So maybe I'm wrong. But if I am, so, it would appear, is Tim Halloran, whose book, *Romancing the Brand*, puts forth the case that not only can

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brands create strong,
intimate relationships
with consumers ...

Romancing the Brand - The Agency Review

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**7: Keep Love Alive -
Romancing the
Brand: How Brands**

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Consumers--Free
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marketers with a set of

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principles for making
brands strong,
resilient, and
beloved--and the
insight and confidence
to use them.

**Romancing the
Brand: How Brands
Create Strong,
Intimate ...**

Romancing the Brand
reveals many critical
steps for success. Tim
Halloran explores the
valued secrets to
engaging in an

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ongoing,
compassionate
relationship with your
consumer. Great read,
great insight, ...

“Nobody knows the
business of brands
better than Tim
Halloran.

Romancing the Brand Book | Romance The Brand Group

Romancing the Brand |
A young woman tells a
focus group that Diet

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Coke is like her boyfriend. A twenty-something tattoos the logo of Turner Classic Movies onto his skin. These consumers aren't just using these brands.

Romancing the Brand : How Brands Create Strong, Intimate ...

Recently I had the privilege of connecting with Tim Halloran, President of Brand

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Illumination and author of the new book *Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers*. We discussed the key ingredients needed for a strong brand, how small businesses can take the first step to create meaningful, long-term relationships with their consumers, and he gave some ...

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**Romancing the
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with Tim Halloran ...**

Romancing the Brand.
January 2003; The
Chronicle of Higher ...
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universities employ
specific textual and
visual elements to
cultivate their brands
in order to derive a
favorable ...

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