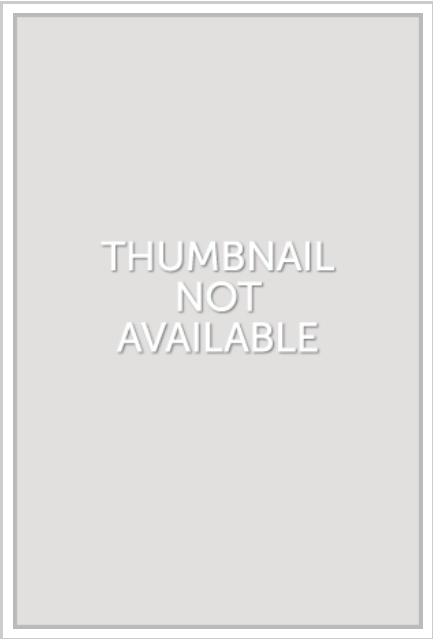


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The Opt-Out Effect: Marketing Strategies That Empower Consumers and Win Customer-Driven Brand Loyalty

By Jeffrey M. Nicholson, Gerald E. Smith

Pearson Education (US). Hardback. Book Condition: new. BRAND NEW, The Opt-Out Effect: Marketing Strategies That Empower Consumers and Win Customer-Driven Brand Loyalty, Jeffrey M. Nicholson, Gerald E. Smith, If you're a brand marketer, you know your customers are now more empowered than ever - and more than ever, they're using that power to wrest control over their brand relationships. You're watching them use online and mobile digital tools to opt out of conventional email and other pushy brand management tactics. Since they will control your brand relationship, there's only way to win: help them do it. The Opt-Out Effect shows you how. Marketing thought leaders Jeff Nicholson and Gerald Smith bring together new research data, powerful strategies, and indispensable tools for implementing customer-centric brand management that supports today's customers and earns their loyalty. You'll master new digital brand management best practices hands-on, via realistic exercises and well-tested worksheets and templates you can use in your own environment. Nicholson and Smith ground their recommendations in evidence, unveiling important new research from Pitney Bowes and Kitewheel that illuminates the viewpoints of nearly 1,000 marketers and 1,000 consumers across several leading industries. Learn how to: *Quantify what opt-out is costing your business in...

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