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CUSTOMER EXPERIENCE BRANDING: DRIVING ENGAGEMENT THROUGH SURPRISE AND INNOVATION



Kogan Page Ltd, United Kingdom, 2016. Paperback. Book Condition: New. 1st ed.. 235 x 155 mm. Language: English . Brand New Book. The individual consumer now wields more power than ever before, with increased exposure to global cultures and media. This means that customer perception is now critically important and as such must occupy the heart of any brand. This provides a wealth of opportunities to work with and adapt to customers motivations, but at the same time presents a...

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- Authored by Thomas Gad
- Released at 2016



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