

Marketing to the Entitled Consumer: How to Turn Unreasonable Expectations into Lasting Relationships by Nick Worth

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Marketing to the Entitled Consumer: How to Turn Unreasonable Expectations into Lasting Relationships Book Content Preview:

TODAY'S CONSUMERS WANT EVERYTHING. YOU SHOULD GIVE IT TO THEM. Marketers face a paradox. Consumers expect your brand to know everything about them—who they are, what they want, and why—and to deliver it at the exact moment they need it. But ad saturation and inbox clutter make them resent everything marketers do. In this environment, traditional approaches just won't cut it. Marketing to these entitled consumers demands a new strategy: consumer-first marketing. And this book, featuring a foreword by NFL Hall of Famer Steve Young, is the first to lay out how to do it. Based on focus groups and surveys with 7,000 consumers, combined with the authors' experience with hundreds of brands, Marketing to the Entitled Consumer shows you everything you need to apply consumer-first marketing in your organization. You'll learn which data to collect—from purchase histories to pollen counts—and how to deploy it consistently across online, mobile, and real-world channels. You'll see how to build consumer connections that cut through the clutter with the three Rs: reciprocal value, relevance, and respectful empathy. You'll even get a roadmap on how to win over your fellow marketers and the rest of your company. Read the book that the legendary marketing thinker Don Peppers called "a warning shot across the bow of traditional marketing." Then get to work. Your entitled consumers are ready for a new approach...are you?

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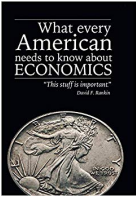

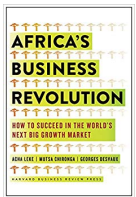

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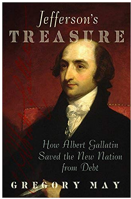
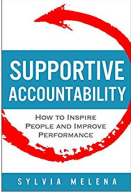

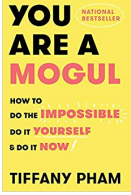
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