



FACTS:

Title:	Brand Intimacy
Subtitle:	A New Paradigm in Marketing
Authors:	Mario Natarelli & Rina Plapler
Publication:	October 23rd, 2017
Publisher:	Hatherleigh Press, Ltd.
Distributor:	Penguin Random House
ISBN Print:	9781578266852
ISBN Electronic:	9781578266869
Page Count:	256
Photographs:	Yes
Size:	9.3 x 6.3 inches
Barcoded:	Yes
Price:	\$25.00 USD (print), \$24.99 USD (ebook)
Website:	http://mblm.com/brandintimacybook/
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“A great look at what inspires people to engage with brands and how to use that to your advantage.”

— SAMI MAIN, Digital Media Reporter, Adweek

“Brand Intimacy should change how marketers think about everything.”

— JILL MALANDRINO, Global Markets Reporter, Nasdaq

“For those looking to grow their brand and their business, Brand Intimacy is a must-read.”

— HAMZA MUSTAFA, CEO, PCFC Investments

“A must-read that captures the importance of appealing to instincts and emotions to build powerful brands.”

— FRAN GORMLEY, Founder, Managing Partner, Greenwich Marketing Group

“Brand Intimacy brings a fresh, new perspective on how to build brands and strengthen customer bonds in today's hyper-connected world.”

— JONATHAN BELL, Managing Partner, WANT Branding

“This book illuminates and quantifies the importance of emotion in the decision process and provides a winning construct to achieve emotional brand intimacy.”

— JOHN DIEFENBACH, Chairman, MBLM and former CEO, Landor

Summary:

Why use yesterday's thinking for tomorrow's challenges? From Amazon to Apple, Whole Foods to Harley Davidson, we all have strong connections to the brands we love. Yet in recent years, approaches to branding have stagnated, relying on models, structures, and thinking from decades ago. In the fast-paced, constantly-changing world of the modern marketplace, approaches to branding must evolve if they are to survive. Written by experienced marketers and backed by extensive research, Brand Intimacy rewrites the rulebook on how to establish your brand, connect with your consumers and expand your market presence—all while increasing sales and consumer satisfaction.

Welcome to the new world of Brand Intimacy.

