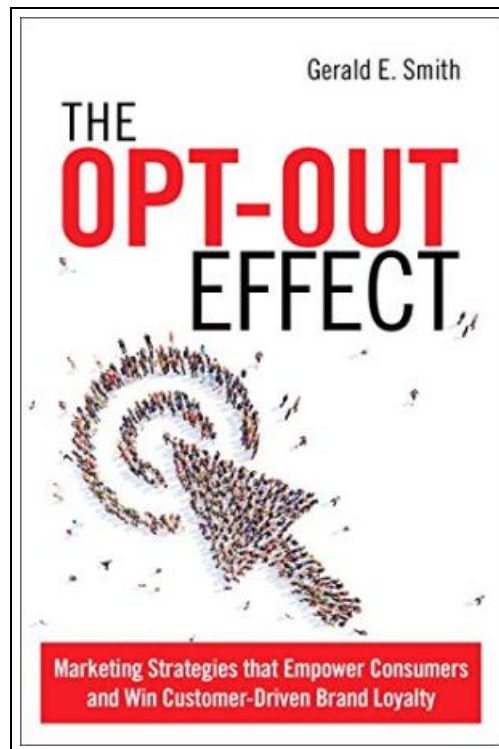


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Pearson Education (US). Hardback. Book Condition: new. BRAND NEW, The Opt-Out Effect: Marketing Strategies That Empower Consumers and Win Customer-Driven Brand Loyalty, Jeffrey M. Nicholson, Gerald E. Smith, If you're a brand marketer, you know your 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 dollars and cents\*Control opt-out by empowering customers with opt-up, opt-down, and opt-in user preferences\*Reframe brand strategy as customer-centric, building on radically new assumptions, languages, and beliefs about marketing\*Use customer analytics to listen to, sense, and engage customers "in the moment"\*Apply customer-centric concepts such as Opt-Out Monetization, Customer-Driven Brand Loyalty, Customer-Driven Lifetime Value, and Customer-Driven Brand Equity\*Profitably empower customers to control their messaging, media, channels, offerings, and more\*Integrate your key customer relationship measures in a complete e-driven customer managed marketing framework that helps you clarify your goals, priorities, and performance.

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