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Resumen del libro 'Lovemarks', de Kevin Roberts

Lovemarks is a marketing concept that is intended to replace the idea of brands. The idea was first widely publicized in a book of the same name written by Kevin Roberts, CEO of the advertising agency Saatchi & Saatchi. In the book Roberts claims, "Brands are running out of juice".

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Las lovemarks de este nuevo siglo serán las marcas y empresas que logren crear lazos genuinamente afectivos con las comunidades y redes sociales en las que se desenvuelvan. Esto significa acercarse a la gente hasta lograr tener una relación personal.

In his second book, Lovemarks: The Future Beyond Brands, Roberts recounts the journey from Products to Trademarks to Brands - and the urgency of taking the next step up - to Lovemarks. Roberts offers a lively, critical assessment of brands and the problems that face them in an increasingly competitive world. His argument is straightforward.

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Future Beyond Brands. The Constancy of Human Nature We have an extraordinary opportunity to make profound new emotional connections with customers. The unchanging emotional repertoire of human beings, our shared heritage, ensures that the world of tomorrow will be basically as familiar to us as the world of yesterday.

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Lovemarks () - Douban

Lovemarks is the product of the fertile-iconoclast mind of Kevin Roberts, CEO Worldwide of Saatchi & Saatchi. Roberts argues vociferously, and with a ton of data to support him, that traditional branding practices have become stultified. What's needed are customer Love affairs.

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