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## WHAT GREAT BRANDS KNOW: UNLEASH YOUR RIGHT-BRAIN GENIUS TO STAND OUT AND MAKE CUSTOMERS CARE



Longstocking Press, United States, 2014. Paperback. Book Condition: New. Peter Elwell (illustrator). 229 x 152 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. How do you make customers care? Today s best practices in business-left-brain approaches like analysis, benchmarking, and quantitative modeling-may increase efficiency and boost profitability, but they typically result in lifeless tactics that leave customers cold. Truly great brands-the ones we d mourn if they disappeared tomorrow-integrate human-centered, non-linear right-brain thinking. This is what sparks...

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- Authored by Tracy Carlson
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