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Initial Lust: The Key to Visual Communication and Brand Marketing

By Angi Egan

Word4Word. Paperback. Book Condition: new. BRAND NEW, Initial Lust: The Key to Visual Communication and Brand Marketing, Angi Egan, Initial Lust is the first book in the Romancing The Customer series. It focuses on the principles of an iconic business through a laser-like focus on the wants, needs and desires of a long lasting relationships with your customers. * Customers now expect businesses to demonstrate long-term commitment - this book details how. * Lasting relationships require thought & energy: brand fidelity requires the same. * Inconsistency & indifference kill relationships: many businesses have an inflated view of their service. The principles outlined in Initial Lust shift the focus from corporate thinking and places it firmly back to where it should always have been - on the customer.



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