

# Télécharger Livres Gratuit Bigger Than This (PDF | ePub | Mobi) Fabian Geyrhalter DataBase Book



What do brands like Planet Fitness, Everlane, and Bombas all have in common? They're capturing peoples' emotions and winning customers' hearts. And they are based on commodity products or services.

Following the success of his #1 bestselling book, "How to Launch a Brand," acclaimed brand strategist Fabian Geyrhalter is back with an enlightening new book that digs deep into today's new world of brand creation. "Bigger Than This" challenges companies - from startups to Fortune 100s - to (re)discover their spark and connect with today's consumers on a deeper level.

In "Bigger Than This," Geyrhalter analyzes brands that are based on commodity products - watches, socks, shoes, fish - yet they quickly turn into beloved brands. He emphasizes the importance of storytelling, encouraging brands to embrace 8 simple traits these brands showcase and offers specific, actionable commandments that any brand can implement - story, belief, cause, heritage, delight, transparency, solidarity and individuality. Instead of playing "dress-up," he wants

businesses to uncover the roots of their ventures and share honest, empathetic stories that resonate with consumers, creating a loyal following that leads to strong, successful brands.

Delightfully concise and refreshing, Geyrhalter draws on his personal experience of having helped shape over 60 brands, and intentionally (and noticeably) steps away from marketing fluff and business lingo that often clouds the integrity of marketing books.

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