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In Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers, marketing consultant and former Coca-Cola brand director Tim Halloran urges marketers to go deep, too, but in an appealing, old-school kind of hecfran-modelismo.coms: how brands create strong, intimate relationships with consumers The must-have guide for convincing consumers to fall in love with your brand START, GROW, MAINTAIN, AND TROUBLE-SHOOT A SUCCESSFUL RELATIONSHIP.

In ROMANCING THE BRAND: How Brands Create Strong, Intimate Relationships with Consumers (Feb. 3; Jossey-Bass), brand expert Tim Halloran argues that todays effective marketer must foster a deep, committed, and emotionally-connected relationship with their consumer base. Romancing the brand is an excellent book for understanding the relationship of branding to marketing. The author provides case studies and examples of how brands work to create intimate relationships withe clients. I particularly liked how the author drew on interviews with people from different brands to explain what did or didn't work/5(5). Romancing the Brand: How Brands Create Strong, Intimate Relationships with Consumers out of 5 based on 0 ratings. 2 reviews/5(2).

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