



Monster Loyalty: How Lady Gaga Turns Followers into Fanatics

By Huba, Jackie

Portfolio, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "The juxtaposition of Lady Gaga's outr antics with Jackie's useful, detailed, and actionable insights make for a breakthrough. This is a business book for fans and nonfans alikefor anyone who wants to build something and make a difference." SETH GODIN, author of The Icarus Deception "Outstanding! Jackie Huba incisively outlines how Lady Gaga cares for and nurtures the 'monsters,' her most ardent and loyal fans, and shows how any brand can use her principles as a guide to developing their own long-term advocates." DAVID WITT, director, global digital marketing and brand PR, The Hershey Company "Chances are you won't put on a meat dress after reading this but you will be inspired to create your own loyal following of little monsters. Lady Gaga's marketing genius has always inspired me, but thanks to Jackie Huba, I now understand how to apply her lessons to my brand." ERIC RYAN, cofounder of Method and coauthor of The Method Method "Marketers may wonder what their soap, car, or computer has to do with a celebrated pop star. The answer is everything. Jackie Huba spells out the lessons from...



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Reviews

The very best book i actually read through. I have got read through and i am certain that i will likely to read through yet again yet again down the road. I realized this ebook from my dad and i suggested this book to learn.

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Excellent e-book and useful one. It is writter in straightforward phrases rather than confusing. I am just very happy to explain how here is the finest publication i have got read through in my very own lifestyle and might be he greatest book for possibly.

-- Viva Schuster