



# The Lovemarks Effect: Winning in the Consumer Revolution

*Kevin Roberts*

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## **The Lovemarks Effect: Winning in the Consumer Revolution** Kevin Roberts

A business revolution is changing all the rules of the marketplace. Power is shifting from manufacturers and retailers directly to consumers, freshly enabled with information, choice, and connectivity. Price, service, quality, and design advantages are no longer enough to win.

In 2000, Kevin Roberts, CEO Worldwide of ideas company *Saatchi & Saatchi* said that brands were running out of juice. In *Lovemarks: the future beyond brands*, Roberts showed how Mystery, Sensuality, and Intimacy can create powerful emotional connections with consumers. The response to the book was electric. Now in 16 languages, *Lovemarks* has generated a wave of consumer conversations stretching over 100-plus countries.

In this follow-up book, *The Lovemarks Effect: Winning in the Consumer Revolution*, the people speak: consumers, owners, and marketers show the impact of *Lovemarks* on their lives, their businesses, and their aspirations. How consumers feel about your company—their emotional connection to you—is what now determines success. *The Lovemarks Effect: Winning in the Consumer Revolution* offers instruction and inspiration about creating emotional connections and winning in a consumer-empowered future.

From the aisles of the in-store experience to the power of sustainable design, from *Lovemarks* research to consumer stories, *The Lovemarks Effect* is a joyride through the evolving business landscape.

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