



Experiential Marketing: How to Get Customers to Sense, Feel, Think, ACT, Relate

Bernd H. Schmitt

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Engaging, enlightening, provocative, and sensational are the words people use to describe compelling experiences and these words also describe this extraordinary book by Bernd Schmitt. Moving beyond traditional "features-and-benefits" marketing, Schmitt presents a revolutionary approach to marketing for the branding and information age. Schmitt shows how managers can create holistic experiences for their customers through brands that provide sensory, affective, and creative associations as well as lifestyle marketing and social identity campaigns.

In this masterful handbook of tools and techniques, Schmitt presents a battery of business cases to show how cutting-edge companies use "experience providers" such as visual identity, communication, product presence, Web sites, and service to create different types of customer experiences. To illustrate the essential concepts and frameworks of experiential marketing, Schmitt provides:

SENSE cases on Nokia mobile phones, Hennessy cognac, and Procter & Gamble's Tide Mountain Fresh detergent;

FEEL cases on Hallmark, Campbell's Soup, and Haagen Dazs Cafes in Asia, Europe, and the United States;

THINK cases on Apple Computer's revival, Genesis ElderCare, and Siemens;

ACT cases on Gillette's Mach3, the Milk Mustache campaign, and Martha Stewart Living;

RELATE cases on Harley-Davidson, Tommy Hilfiger, and Wonderbra.

Using the New Beetle and Sony as examples, Schmitt discusses the strategic and implementation intricacies of creating holistic experiences for customers. In an intriguing final chapter, he presents turn-around techniques such as "Objective: To Dream," "Send in the Iconoclasts," and "Quit the Bull," to show how traditional marketing firms can transform themselves into experience-oriented organizations.

This book will forever change your perception of customers, marketing, and brands -- from Amtrak and Singapore Airlines to Herbal Essences products and Gwyneth Paltrow.

Experiential Marketing: How to Get Customers to Sense, Feel, Think, ACT, Relate Details

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From Reader Review Experiential Marketing: How to Get Customers to Sense, Feel, Think, ACT, Relate for online ebook

Melissa Penn says

Exceptional book! Read it, re-read it often. Formed the basis of my marketing prowess!

Wahyudi Darmawan says

Sebuah buku yang menyajikan konsep marketing dari sisi yang berbeda dari sebelumnya. Berndt Schmith menyajikan marketing dari sisi yang lebih manusiawi dan memanusiakan marketing, karena marketing adalah seperti human being. Dengan menyentuh seluruh indera manusia, sense, feel, think, act dan relate maka sebuah brand mampu menciptakan experience kepada customernya.

Dirk says

Interesting develop,ent of the concept of experimental marketing (1999)

Theodore Kinni says

Schmitt describes how experiences can be created and used to build brands.
