



# **The Brand Flip: Why customers now run companies and how to profit from it (Voices That Matter)**

*Marty Neumeier*

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## **The Brand Flip: Why customers now run companies and how to profit from it (Voices That Matter)**

Marty Neumeier

Best-selling brand expert Marty Neumeier shows you how to make the leap from a company-driven past to the consumer-driven future. You'll learn how to flip your brand from offering products to offering meaning, from value protection to value creation, from cost-based pricing to relationship pricing, from market segments to brand tribes, and from customer satisfaction to customer empowerment.

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