



Release the Power of ENTANGLED MARKETING™: Moving Beyond Engagement

Sebastian Jespersen, Stan Rapp

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Entangled Marketing is the new business model for building a supportive, enduring and mutually-rewarding customer relationship. Sebastian Jespersen and Stan Rapp have created this thought-provoking business and marketing model through their vision of entangling the brand and the consumer in an unbreakable, ongoing relationship. They find fault with today's lock-step focus on engagement when advanced digital technology makes anything imaginable--truly doable.

The book introduces a number of groundbreaking ideas centered around the ways a brand can provide meaning and value to customers to keep them in an ongoing relationship for life. The reader will be taken on a journey from the twentieth century's arm's-length relationships to the twenty-first century's "Zero Degrees of Separation." The authors maintain that bottom-line results improve exponentially when brand and customer act as a "one-plus-one" twosome.

The ability to release the power of entangled marketing changes one's thinking about how marketing can work best in the digital age.

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