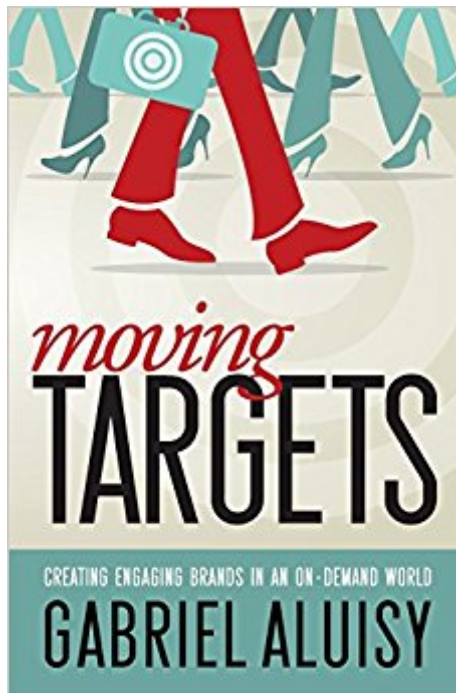




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# Moving Targets: Creating Engaging Brands In An On-Demand World



## Synopsis

Consumers are moving faster. They are more demanding and savvy than at any other period in history. At the same time, the world has become an impersonal place. This book will show you how to make your product or service more appealing to prospects, move them emotionally and forge deeper connections that create passionate, loyal customers for your brand. Weaving personal anecdotes, examples from the world's top companies and interviews from founders and executives of innovative brands (LiveIntent, Cigar City Brewing, College Hunks Hauling Junk and more) Moving Targets teaches entrepreneurs and brand managers the new rules of branding. This book will teach you how to build a winning team culture, define your niche, build a loyal brand following, design a killer logo, create ads and marketing campaigns that convert and so much more!

## Book Information

Paperback: 160 pages

Publisher: Shake Creative (July 25, 2014)

Language: English

ISBN-10: 0990583201

ISBN-13: 978-0990583202

Product Dimensions: 5.2 x 0.4 x 8 inches

Shipping Weight: 6.7 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 10 customer reviews

Best Sellers Rank: #873,436 in Books (See Top 100 in Books) #125 in [Books > Arts & Photography](#)

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## Customer Reviews

Are you in business, online or brick-and-mortar? Do you want to start a business online or brick-and-mortar? Gabriel Aluisy's book is a "must read". The subtitle is "Creating engaging brands in an on-demand world" and this book delivers! Part textbook, part work book, part case study, part interview with thought-leaders, this book covers what you NEED to address to make your chances of success better. He looks at defining your perfect customer (your avatar), creating an emotional connections, how to make sure you speak your avatar's language, how to sell based on value (not price) and actions that will devalue your brand. He tells stories (a great way to explain concepts). He covers such ideas as the meaning behind the colors you choose, the type of paper and fabric you use, the music you play. And remember: "It's personal, every bit of business...they call it business,

OK. But it's personal as hell." You need to make sure your business, your brand, is personal to your avatar. Without that, your chances of success are limited. Mr. Aluisy gives you the ammunition to make your brand personal and relevant. This book is a quick read, but don't read it only once. This is a book that you need to read several times because the amount of information it contains grows as you gain more understanding of the book, your business and yourself. The price of this book is far lower than the value it provides!

Love the book!

All too often, books about branding take a specific narrow-view focus on the topic, and dedicate time and space to it. Nothing wrong with that, of course. However, "Moving Targets" takes a completely different approach. It's premise is established upon the BIG picture of what branding is all about, and at the same time, the most elemental of concerns: what the customer experiences. As customers, we all want to feel valued, appreciated, treated with dignity and respect. Gabriel Aluisy is successful at describing how to shape a brand that embraces these values, in ways that are often unexpected: Using predictive data to serve relevant messages (without being "creepy"); providing not only an excellent service, but an experience that is as fun as playing games; understanding that customers are not only driven by quality, but also speed of service; along with over 15 other different topics. I really enjoyed how "Moving Targets" approaches the subject from such an ample variety of viewpoints. Reading through it really broadens your perspective of all the ingredients involved in a solid brand effort. This is a recommended read for any business owner and/or employee whose decisions affect a company's direct handling of customers.

Just read Moving Targets and bought 6 copies for Clients This book has 19 chapters of what to do to make sure a company's marketing represents the company and communicates to their Avatar customer. (Read the book if your company does not have an Avatar.) Here is what I'm telling my clients to do first; Do page 142 "Brand Report Card," are they doing any of page 87's "7 Marketing Mistakes?" Does their Logo pass page 80 Logo Test? Does their marketing create "Emotional Transportation?" (Page 110) Do they market to each of the Influencers? (Page 117) and are they Consistent with their Touch Points? Page 126. I've been in marketing for decades and I took 2 pages of notes from Marketing Matters. I highly recommend. Gary Teaney

Want to find out how to brand yourself in today's impersonal and saturated on-demand market to

make yourself attractive to the demanding consumer? Want to impassion a devoted customer for your product or client for your service? Read this book! The author shares his secrets on a multitude of levels, covering all aspects of how an engaging brand can connect you (whether your product or your service) to your targeted customer or client. I recommend this book to anyone who owns a business of any kind and any size; once you read it, I guarantee that you will ensure that your marketing advisor, whether he is on your payroll or an outside consultant, reads it as well.

I got a chance to talk to the author on Skype for an hour. He's dynamic, energised and has a fresh approach to marketing. I like his focus and this book is especially relevant for exclusive brands, high-value sales and businesses where relationships are important. Nothing in this book seems gimmicky; I think this is a book that will still be relevant for many years.

There are thousands of marketing companies out there trying to get your business. Very few would take the time to write a book which gives you in-depth knowledge and tricks of the trade. Author Gabe Aluisy does! How refreshing to read tried and true measures to market your brand as well as novel ones. The author is sincere and truly giving, a scarcity in today's dog-eat-dog society. I recommend this book to every business owner who wants to truly brand themselves and take their business to the summit.

We had Gabriel on our podcast, The Entrepreneurs Library, to give us a deep dive into Moving Targets. After Gabriel's good AND bad experiences he has had with multiple brands he clearly has what it takes to lead you in creating an engaging brand in this on-demand world. If you would like to hear a review from the author himself check out episode 73 on the EL podcast.

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