

The Shopper Economy: The New Way To Achieve Marketplace Success By Turning Behavior Into Currency - Liz Crawford

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The innovative customer reward system marketers can use to spur across-the-board business success-behavioral currency.Replacing traditional rewards systems, in which customers earn points through purchases, a "behavioral currency" program rewards people for everyday behavior, like entering a store, scanning a product, or messaging friends.A behavioral currency strategy shifts the labor of promoting products from marketing departments directly to the shopper via Shopkick, foursquare, and other loyalty programs.Crawford is Vice President of Strategy for MARS Advertising and has been named the best practitioner of shopper marketing by Hub magazine four years in a row; she has been interviewed by ABC News Tonight with Diane Sawyer, the Associated Press, US News & World Report, and ABC News.Author: Crawford, Liz Publisher: McGraw-Hill Illustration: N Language: ENG Title: The Shopper Economy: The New Way to Achieve Marketplace Success by Turning Behavior into Currency Pages: 00288 (Encrypted EPUB) / 00288 (Encrypted PDF) On Sale: 2012-03-20 SKU-13/ISBN: 9780071787178 Category: Business & Economics : E-Commerce - Internet Marketing

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