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Brand Flip is the second

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book of Marty Neumeier ' s that I read (the first one was Brand Gap). It ' s a really great read, and has inspired me to think more deeply about customer experience and brand touch-points (both those of my clients and my own).

The Brand Flip: Why
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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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now run companies ...

In the 13 years since Marty Neumeier wrote *The Brand Gap*, the gulf between business strategy and customer experience has finally begun to shrink. Many companies have bridged the gap to build powerful brands, radically differentiating their products and doubling down on

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satisfaction to customer empowerment.

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THE BRAND FLIP

The rise of branding, now fueled by social media, has placed the future of companies firmly in the hands of customers. This is the brand flip, a pan-

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industry judo throw
that 's taking down
some companies raising
others to the status of
superstars.

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2017 18:15. Marty

Neumeier is a best-selling author and speaker who writes on the topics of brand, design, innovation, and creativity. Marty has written several best-selling books, including, The Brand Gap,

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outlining how to bridge the distance between business strategy and design. ...

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telling others about the
brands they love. On
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tell someone about a brand you can't remember. Additionally, a strong brand website strategy, like backlinks, is critical to generating referrals or viral traffic.

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Best-selling brand expert Marty Neumeier shows you how to make the leap from a

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