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Superfandom: How Our Obsessions Are Changing What We Buy and Who We Are (Paperback)

By Zoe Fraade-Blanar, Aaron M. Glazer

Profile Books Ltd, United Kingdom, 2017. Paperback. Condition: New. Main. Language: English . Brand New Book. Fandom isn't a noun, it's a verb. Fans create; they engage; they discuss. From comics to clothing, boundaries between fans and creators are blurring, and in this new fandom-based economy, it's clear: consumers may buy a product, but it is fans who can make or break it. An essential guide to the fan-fuelled future, Superfandom explores the explosion of fandom and its transformative impact on culture and business. In chapters centred on illuminating case studies, experts Zoe Fraade-Blanar and Aaron Glazer delve into the history, sociology and psychology of fan culture, and how it can change the way business works. With them we visit Disneyland, drink Frida Kahlo branded margaritas, meet the fans who rebelled when Polaroid discontinued its film, and find out how fan-modding of Grand Theft Auto adds value to the game. The internet allows direct access to this world: businesses can talk directly to their fans, hear their needs and desires, and react in real time. But while the benefits of this relationship can be huge, businesses that exploit or ignore fan bases do so at their peril...



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