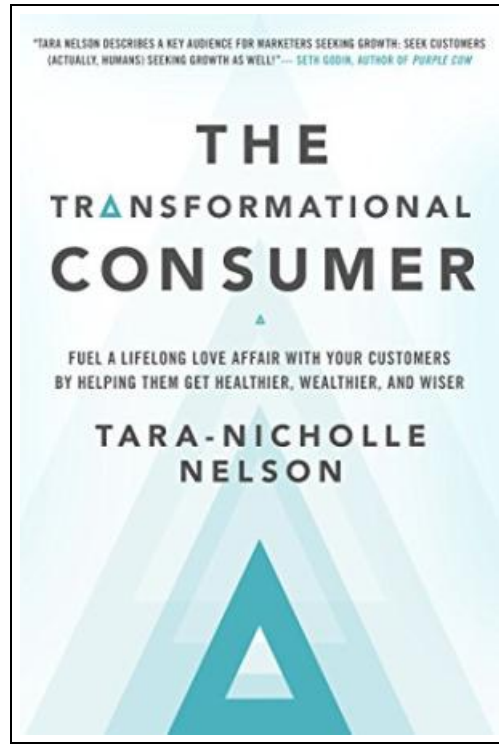


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THE TRANSFORMATIONAL CONSUMER: FUEL A LIFELONG LOVE AFFAIR WITH YOUR CUSTOMERS BY HELPING THEM GET HEALTHIER, WEALTHIER, AND WISER (HARDBACK)



BERRETT-KOEHLER, United States, 2017. Hardback. Condition: New. Language: English . Brand New Book. The Transformational Consumer They are the most valuable, least understood customers of our time. They buy over \$4 trillion in life-improving products and services every year. If you serve their deeply human need to continually improve their lives, they will eagerly engage with your brand at a time when most people are tuning out corporate messages. They are Transformational Consumers, and no one knows them like Tara-Nicholle Nelson. Her Transformational Consumer insights powered her work at MyFitnessPal, which grew from 40 million to 100 million users in her time there. Nelson takes readers on a hero s journey to connecting with customers in ways both profitable and transformational. After going inside the brains, emotions, and behaviors of Transformational Consumers, Tara issues a call to adventure: a rallying cry to leaders to shift their focus from simply making products to solving their customers problems. Nelson uses stories and cases studies from every industry to guide readers through this journey in five stages, shedding light on how to rethink their customers, their products and services, their marketing, their competition, and even their culture. The key to growing a business today is not building an app or getting new social media followers. The key is engaging people over and over again by triggering their deep, human desire for growth and transformation. When a company reorients every initiative to serve Transformational Consumers, it kick-starts a lifelong love affair with its customers--a love affair that results in unprecedented revenue growth, product innovation, and employee engagement.

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