



Think Like a Fan: Invest in Your Fans So They Invest in You

Lee MJ Elias

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Customers buy. Fans buy in.

Learn how organizational leaders can use existing resources to build a culture of fans who are intensely loyal to their brand and are willing to talk about it. It's about exponentially expanding reach and ultimately creating new revenue streams by authentically interacting with your fanbase. Instinctively communicating in the current digital landscape will enable people to not just hear but listen and respond.

Think Like a Fan provides you with everything you need to know about transforming customers into die-hard fans for life.

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