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Kevin Roberts is the CEO of Saatchi and Saatchi and the originator of 'Lovemarks', a means of initiating an emotional response to a brand from a consumer. This book offers ideas and stories about lovemarks in action, as they make their way into the hearts of consumers and shoppers

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Lovemarks is a marketing concept that is intended to replace the idea of brands. The idea was first widely publicized in a book of the same name written by Kevin Roberts, CEO of the advertising agency Saatchi & Saatchi. In the book Roberts claims, "Brands are running out of juice". He considers that love is what is needed to rescue brands.

Lovemark - Wikipedia

The Lovemarks Effect: Winning in the Consumer Revolution (2006) Lovemarks is a marketing concept that is intended to replace the idea of brands. The idea was first widely publicized in a book of the same name written by Kevin Roberts, CEO of the advertising agency Saatchi & Saatchi. In the book Roberts claims, "Brands are running out of juice".

Lovemark - Wikipedia

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