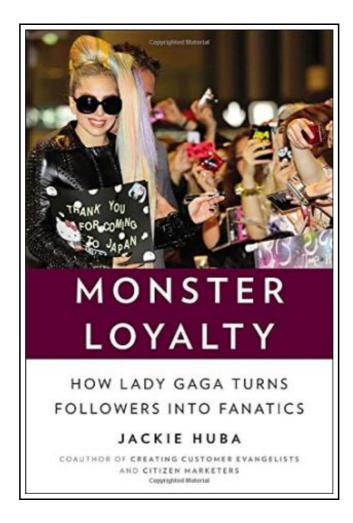
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MONSTER LOYALTY: HOW LADY GAGA TURNS FOLLOWERS INTO FANATICS



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Portfolio, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "The juxtaposition of Lady Gaga's outr antics with Jackie's useful, detailed, and actionable insights make for a breakthrough. This is a business book for fans and nonfans alikefor anyone who wants to build something and make a difference." SETH GODIN, author of The Icarus Deception "Outstanding! Jackie Huba incisively outlines how Lady Gaga cares for and nurtures the 'monsters,' her most ardent and loyal fans, and shows how any brand can use her principles as a guide to developing their own long-term advocates." DAVID WITT, director, global digital marketing and brand PR, The Hershey Company "Chances are you won't put on a meat dress after reading this but you will be inspired to create your own loyal following of little monsters. Lady Gaga's marketing genius has always inspired me, but thanks to Jackie Huba, I now understand how to apply her lessons to my brand." ERIC RYAN, cofounder of Method and coauthor of The Method Method "Marketers may wonder what their soap, car, or computer has to do with a celebrated pop star. The answer is everything. Jackie Huba spells out the lessons from Lady Gaga we ought to be applying today in order to build advocacy for our own brands." JOHN BELL, global managing director, Social@Ogilvy "Huba artfully mixes some of the biggest trends in marketing with the lessons that Lady Gaga has embodied throughout her meteoric rise. The result is a monster of a book that will teach marketers in every field how to build legions of devoted followers." STEVE RUBEL, EVP/global insights and strategy, Edelman "Jackie Huba has played a monster role in orienting so many of us to the critical concepts of evangelism and fan passion. This book brings it...

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