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Kama Sense Marketing: A Love Affair with Your Customers x-1

Jacob Levy

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According to the ancient Kama Sutra, "Love is where physical, emotional, and spiritual experiences meet for the purpose of strengthening relationships." Isn't this what modern marketing is all about? Love is, in fact, the very peak of emotional marketing. Putting this philosophy into practice is not only a revolutionary concept, but it's also a guaranteed platform of success. In this ground-breaking marketing guide, veteran marketing guru Jacob Levy borrows analogies from philosophies and practices of romantic love, as described in the Kama Sutra, the oldest and best source on the theory and practice of love, written some 1500 years ago, to help you delve into the world of emotional marketing. In crisp, concise language, Levy discusses the following topics: • Using the marriage vow in marketing • Wooing your customers • Maintaining your customers' loyalty • Seducing your competitors' wives • And much more Levy also shows you how to include the term "Reciprocal Love" in the strategies and mission statements of your organization, and deftly reveals how marketing this message to females is essential for success. Understanding emotional-based marketing is imperative in this new age. For all those involved in the highly competitive field of marketing, Kama Sense Marketing gives you the edge in propelling your business to new and exciting heights.

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