

# How Do Brands Win Business

An unique perspective on customer experiences

PREVIEW

Dan Naden  
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I like being a consumer. Not just to buy things, but to observe how I am a treated as a customer. Am I being ignored, disrespected? Does my visit to a restaurant, store or event motivate me to share the good news with friends and family? Or do I angrily rant to anyone who would listen?

With the abundance of choices we have, it is imperative that each visit is remarkable. If not, you'll go elsewhere with your attention and money.

Since I was a little boy in suburban Chicago, I haven't been a shopper, buyer as much as an extremely curious student of motivation, persuasion, customer experience.

I remember walking around the revolutionary (in the 70s!!) Randhurst Mall; I marveled at the tactics and techniques that stores would do to get me to visit and buy. A few years later, I recall the expansive Woodfield Mall, and the sheer magnitude of the building. It is commerce at a large degree.

Over the past five years, I've blogged at Naden's Corner (<http://www.dannaden.com>) sharing the good and the 'not so good' experiences from the world of retailing, advertising, customer service.

The names are familiar; if you haven't bought from these places, you've seen their commercials; you've been influenced by their branding, advertising tactics.

- Subway
- Walt Disney World
- Chik Fil A
- Hertz
- Best Buy

I've collected some of my favorites in hopes that you-- the product owner, business owner, product manager, marketer, customer service rep-- can do more of the good things and less of the undesirable traps that push us further from our goals.

Spread the word. Go forth and grow your business.

Thank you for purchasing this e-book.

Dan Naden

Naden's Corner

<http://www.dannaden.com>

dnaden@gmail.com

@dnaden

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## Cirque de Soleil: Emotional rides given daily.

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Breathless. Awe-inspiring. Captivating. Amazing. Remarkable.



The adjectives can't adequately describe the experience of Cirque De Soleil. This company has been successfully delivering thrills and inspiration for a number of years now. I've just entered their realm.

Entering the darkened theatre in Las Vegas, we marveled at the intricate stage design. Part exotic, part metallic, with sharp edges and platforms, this stage was ready to play tricks with the mind. How would this backdrop be a part of the show?

Actors playfully grunted and groaned as the audience got comfortable. From the moment we took our seats, we were transported to someplace special – far from the world we knew. It was the start of an escape that we knew would be like none other.

The imaginative wizardry behind Cirque de Soleil is rooted in human psychology. Play with our emotions and you have us in the palm of

The subtle juxtaposition of light/dark, fast/slow of Cirque is legendary.

your hand.

Stages morphed from a barren landscape to the tallest mountain. Metal music with crushing guitars turned to a single, majestic flute bouncing a melody. One scene artfully introduced the next.

Two characters huddle around a spotlight and playfully build shadow creatures with their hands. These aren't the simple dog and cat shadows that you learned in grade school. Rabbits, snakes, soaring eagles all take shape before the hushed theatre.

The most common phrase bouncing through my head during the performance:

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