



Think Like a Rock Star: How to Create Social Media and Marketing Strategies that Turn Customers into Fans, with a foreword by Kathy Sierra

Mack Collier

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What's better than getting new customers? Turning existing ones into FANS.

Everything marketers need to know to find, engage, and leverage the power of brand evangelists

Think Like a Rock Star provides step-by-step instructions that show marketing professionals how to connect with customers both online and offline to create a truly fan-centric brand. Using case studies of how rock stars like Lady Gaga, Taylor Swift, Katy Perry, and Blink-182 cultivate fans, it teaches readers how to apply those lessons to create brand advocates who will grow profits, improve business frameworks, and contribute more than ever to the success of the brand. It also identifies successful and easily replicable marketing strategies of top brands such as Dell, Ford, Patagonia, and YouTube. *Think Like a Rock Star* is an indispensable tool for any marketing professional.

Foreword by Kathy Sierra, cocreator of the *Head First* book series

Mack Collier is a social media strategist, trainer, and speaker who specializes in helping companies better connect with their customers via social media. His clients include businesses of all sizes, from sole proprietorships to Fortune 500 companies.

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is it? Oh can happen its mind hangout folks. What? Still don't have it, oh come on its known as reading friends.

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