



# Listening Brands: How Data is Rewriting the Rules of Branding

*JR Little*

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## **Listening Brands: How Data is Rewriting the Rules of Branding** JR Little

The old ways of marketing and branding don't work any more. It's a new world out there. Social media has changed everything about branding and marketing. What has emerged is a whole new world of exciting possibilities for both the consumer and for business. That is, if you can become a *listening brand*. With the power of persuasion now moving from company to consumer, you need to understand this change and what it means for advertising and marketing. From a branding expert who has felt the paradigm shifting under his feet comes *Listening Brands*. Author JR Little is one of the few creative marketing professionals with a deep understanding of social media and how it can reveal exactly what consumers want. In this book you will:

- Learn the number one attribute of a listening brand
- Discover how to build an effective listening infrastructure
- Understand the different types of social data and what they reveal
- See a simple step you can take, starting right now

If you're still approaching marketing and advertising with the megaphone in your hand, it's time to set it down and start listening instead, because the megaphone is changing hands.

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