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# Friction Passion Brands In The Age Of Disruption

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Friction argues that brands don't need a new shiny, technological object. They need a fundamental change in strategy. They need a fundamental change in strategy. The book offers a new paradigm for success in a world that's increasingly rejecting advertising.

### **Friction: Passion Brands in the Age of Disruption ...**

Friction: Passion Brands in the Age of Disruption The name of the book is Friction. Friction is anything that gets in the way of people doing what they want to do in life. It's anything that gets

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in the way of their hopes, their dreams, their aspirations and even their day-to-day goals.

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### **Friction Passion Brands In The Age Of Disruption Jeff 15**

It's called Friction: Passion Brands in the Age of Disruption. Jeff and his co-author Jordan Berg, are the documentary filmmakers who produced the well-regarded film, The Naked Brand. They also co-founded Questus, an agency that has worked with brands like Apple, Disney, Ford, and the NFL. Welcome to the show, Jeff.

### **Friction, Advertising, and Passion Brands with Jeff ...**

Removing friction is going to be key as you move forward and pull traditional (i.e.interruption-based") brand advertising out of

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the marketing mix. Understanding how to do it is going to be table stakes for brands and agencies. Jeff Rosenblum's "Friction" helps point out where friction is caused and how to remove it wherever possible.

### **Amazon.com: Customer reviews: Friction: Passion Brands in ...**

As the Founding Partners of a revolutionary marketing agency called Questus, they have worked with some of the world's most influential brands including American Express, Apple, Capital One, Discovery Channel, Disney, Driscoll's, Ford, ESPN, General Mills, Marriott, Suzuki, The NFL, Universal, and Verizon.

### **Friction: Passion Brands in the Age of Disruption ...**

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### **Friction: Passion Brands in the Age of Disruption by Jeff**

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Friction argues that brands don't simply need clever messages or new, shiny technologies. They need a fundamental change in strategy. They need a fundamental change in strategy. Friction provides a system for embracing transparency, engaging audiences, creating evangelists, and unleashing unprecedented growth.

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The author of Friction Passion Brands In The Age Of Disruption joins BizNinja radio to talk about the revolution of advertising.

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Friction provides a system for embracing transparency, engaging audiences, creating evangelists, and unleashing unprecedented growth. Friction reveals how corporations can divorce themselves from legacy business models to create a passion brand. A brand that breaks its addiction to traditional advertising. A brand that empowers its customers.



## Read Online Friction Passion Brands In The Age Of Disruption

Passion Brands: Turning Customers into Evangelists Jul 18, 2017. By AMA Staff. How can a company turn customers into evangelists for the brand? It must fight “friction” in ways that improve customers’ lives, says Jeff Rosenblum, founding partner of digital marketing agency Questus and co-author of Friction: Passion Brands in the Age of Disruption (powerHouse Books, 2017).

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