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The Curve: Turning Followers into Superfans

By Nicholas Lovell

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Curve: Turning Followers into Superfans, Nicholas Lovell, The Curve is a new way of doing business and of seeing the world. In the digital age everyone struggles to answer one question: how do I get people to pay when so much is free? The answer is the Curve. Whatever business or creative field you are in, Nicholas Lovell's startling book encourages you to embrace giving some things away for free. By stimulating interest and cultivating communities, you'll build relationships with your audience and your fans, who'll want more of what they love. With stories ranging from musicians and artists to gaming and flour companies, from Kickstarter to Angry Birds, The Curve shows how to connect with people - and make them happy to pay up for the very best you can offer. The Curve is a new way of doing business and of seeing the world. In the digital age everyone struggles to answer one question: how do I get people to pay when so much is free? The answer is the Curve. Whatever business or creative field you are in, Nicholas Lovell's startling book encourages you to embrace giving...



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