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**Think Like A Rock Star
How To Create Social
Media And Marketing
Strategies That Turn
Customers Into Fans
With A Foreword By**

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Think Like A Rock Star

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

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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.

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Think Like A Rock Star empowers you

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with proven ideas from successful Rock Stars, business people and major corporations on how to embrace your customers by turning them into die-hard fans. This book is like the zippo lighter, igniting your fans to stay with you, the Rock star, as they burn and beg for the encore. You will have to put the book down!

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**Think Like a Rock Star: How to
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Think Like a Rock Star shows you how to connect and engage with customers both online and offline to create a truly fan-centric brand using case studies of rock stars, including: TAYLOR SWIFT —who cultivates an army of devoted

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fans by constantly devising amazing
experiences for them JOHNNY CASH
—who was so passionate about his fans
that he even followed them to jail LADY
GAGA—who has built a financial empire
by becoming a fan of her Little Monsters

**Think Like a Rock Star: How to
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I would have never related "Rock Star" mentality to successful marketing strategies. When I think of a "Rock Star", I think of celebrity magic as if something just happened to them and they became famous. However, when you read this book you will understand true "Rock Star" mentality and how essential it is for winning in business.

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Mack's book, Think Like a RockStar
breaks down into different sections,
explaining how you can save money and
build your business to perform better by
engagement, and earning loyalty. Its a
great book to pick up if you want to

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understand the world of social media a
bit better, and let's face it, we all need a
cheat sheet once in a while.

With A Foreword By Kathy
Sierra
**Think Like a RockStar - Thirty Six
Months**

An Amazon Bestseller and the most
requested McGraw-Hill publication ever
submitted to NetGalley, Think Like a

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Sierra

Rock Star is for any brand that wants to learn how to cultivate passionate fans that drive real business growth. Every single chapter has detailed, step-by-step instructions showing you exactly how to create a fan-centric brand.

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Livin' like a rockstar, smash out on a cop
car. Sweeter than a Pop-Tart, you know
you are not hard. I done made the hot
chart, 'member I used to trap hard. Livin'
like a rockstar, I'm livin' like...

**Post Malone, 21 Savage - rockstar
(Lyrics)**

Finally, I literally wrote the book on how

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to create a world-class Brand
Ambassador Program, and that book is
Think Like A Rock Star: How to Create
Social Media and Marketing Strategies
That Turn Customers Into Fans,
published in 2013 by McGraw-Hill.
Companies have been using Think Like a
Rock Star as a template for building
amazing Brand Ambassador Programs

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since 2013, and the book is an Amazon
Best Seller.

That Turn Customers Into Fans
With A Foreword By Kathy
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Media and Content ...**

Though it's glamorous, one of the things
they don't tell you about being a rock
star is that it literally involves insane
levels of work - and that, in the higher

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ranks of things, it's very isolating. You
might not see your family or your own
kids for months.
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Things You Didn't Know About Being a Rock Star

Music video by Shop Boyz performing
Party Like A Rock Star. (C) 2007
Universal Records a division of UMG

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Recordings Inc. #ShopBoyz
#PartyLikeARockStar #Vevo.

With A Foreword By Kathy
**Shop Boyz - Party Like A Rock Star
(Official Video)**

Everything you need to leverage the
power of brand evangelists FOREWORD
BY KATHY SIERRA, COCREATOR OF THE
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Rock Star shows you how to connect and engage with customers both online and offline to create a truly fan-centric brand using case studies of rock stars, including: TAYLOR SWIFT--who cultivates an army of devoted fans by constantly devising amazing experiences for them JOHNNY CASH--who was so passionate about his fans that he even followed

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them to ...

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Think (and Market) Like a Rock Star
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B2B Forum, taking place October 9-11 in

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Boston, Massachusetts. The 7th Annual
B2B Marketing Forum is the premier
event for B2B marketers worldwide.

**Customer Relationships - Think Like
a Rock Star: Author ...**

Mack...throughout his business book,
Think Like A Rock Star, explains how
important it is for individuals and brands

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to understand their fans...deeply. That's because if you don't understand where they're coming from...what makes them your fans, you can't possibly know how to keep them as fans.

Business Book | Think Like A Rock Star

Mack Collier's book, Think Like a Rock

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Star, is an easy-to-read, practical guide for engaging fans with your brand and making them part of an advocacy community. I encourage anyone who represents a brand, is building a brand or teaches advertising, marketing, social media, or public relations to read this book.

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Book Review: Think Like a Rock Star
- Prof KRG Customers Into Fans

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

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their customers via social media.

That Turn Customers Into Fans

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**Think Like a Rock Star Free
Summary by Mack Collier**

Think Like a Rock Star shows you how to connect and engage with customers both online and offline to create a truly fan-centric brand using case studies of rock stars, including: TAYLOR SWIFT --who cultivates an army of devoted fans by constantly devising amazing

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experiences for them

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**Think Like a Rock Star How to
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Think Like a Rock Star explores “why
rock stars have fans (and your company
has customers)” what is central to
“understanding and connecting with
your fans,” and what is involved in

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“building a fan-centric company.”

**a book review by Stephen Roulac:
Think Like a Rock Star ...**

“Think Like a Rock Star” is an introductory course in social media marketing. This course is designed to help new users of social media learn and develop strategies that will help them

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build their brand through observation
and interaction with their “fans”.

With A Foreword By Kathy
Sierra
**Think Like a Rock Star: Creating
Fans with Social Media ...**

EXCLUSIVE: Being a rock star's wife is far from glamorous -- just ask Jenny Boyd. The former model married Mick Fleetwood twice -- first in 1970 before

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the couple called it quits in 1974. They
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