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Kevin Roberts is
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means of

initiating an

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response to a

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exactly how
Lovemarks work

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in the marketplace by taking the reader on a tour of Lovemarks as seen through the eyes, ears and hearts of the CEOs and marketers who have the used the power of emotion to connect with

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businesses, and
their
aspirations. How

consumers feel
about your
company—their
emotional
connection to
you—is what now
determines
success.

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Lovemarks is a marketing concept that is intended to replace the idea of brands. The idea was first widely publicized in a book of the same name written by

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The Lovemarks

Kevin Roberts, CEO of the advertising agency Saatchi & Saatchi. In the book Roberts claims, "Brands are running out of juice". He considers that love is what is needed to rescue brands.

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