



## The Experience Effect for Small Business: Big Brand Results with Small Business Resources

By Jim Joseph

Happy About. Hardcover. Book Condition: New. Hardcover. 198 pages. Dimensions: 8.6in. x 5.6in. x 0.7in. As every customer knows, the shopping experience is critical to brand satisfaction and loyalty. We all care deeply about the overall experience of the buying process—the marketing message, subliminal cues, the sales approach, personal human interaction. . . and more. When all of these elements come together in a cohesive and seamless package, a loyal customer is born. Brand strategist Jim Joseph calls this the experience effect. In a groundbreaking volume called *The Experience Effect* (2010), Jim showed big business how to create the total brand experience. Now he customizes that very same expertise for the backbone of the American economy, small business. While it is often said that small business is key to recovery, all around us we still see small business suffering the most. Flex and wiggle room is at a minimum, small business simply cannot afford the resources and the access to big brand thinking that the corporations do. Jim believes that there's simply no reason why a small business cannot perform like a big brand, even within our turbulent times. His perspective makes *The Experience Effect For Small Business* a timely and...



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