



# LOVE WORKS

TRANSFORMING THE WORKPLACE  
WITH PURPOSE AND  
AUTHENTICITY

**KELLY WINEGARDEN HALL**

# Love Works

**A Gutmann**



## Love Works:

**Loveworks** Brian Sheehan,2013-05-28 In 2004 Kevin Roberts wrote Lovemarks the future beyond brands It was admired by many as a breakthrough in marketing thinking but was also controversial because of its surprisingly obvious thesis that emotional connections are at the heart of sustained relationships between producers retailers and consumers While many companies were using the language of war in their marketing target penetrate ambush Roberts was using the language of love mystery sensuality intimacy He explained in simple terms what people are often loath to admit we make decisions with our emotions over our reason Lovemarks described the journey by which brands could move from consumer respect based on intellect to consumer love based on emotion and in return gain loyalty beyond reason In 2010 Advertising Age magazine named Lovemarks one of their ideas of the decade while noting that the roadmap for brands to achieve Lovemark status was still not entirely clear Loveworks How the world s top marketers make emotional connections to win in the marketplace adds to the original Lovemarks by showcasing real world business examples and outlining the roadmaps followed by several world renowned brands to achieve Lovemark status Procter Gamble Toyota Visa General Mills Miller T Mobile and Lenovo are just a few examples of businesses winning in the marketplace through the application of the Lovemarks theory maintaining laser like focus on making and sustaining emotional connections with consumers Loveworks features 20 case stories from clients and markets worldwide in widely varying categories My book shows that Lovemarks thinking works anywhere anytime All it takes is having the brains to implement it the guts to see it through and an abiding faith in emotion as your compass says Brian Sheehan **Works** Theodore Parker,1908 Our Day ,1888 **Manford's Magazine** ,1890 *Prosper Mérimée's Letters to an Incognita* Prosper Mérimée,1887 *The Final Passover: The Upper chamber*, 1895 Richard Meux Benson,1898

**For pupils of thirteen to sixteen years** Anna Fitzgerald Van Loan,1925 Robert Louis Stevenson: Memoir of Fleming Jenkin. Records of a family of engineers Robert Louis Stevenson,1911 **A Walk in Other Worlds with Dante** Marion S. Bainbrigge,1914 *The London, Edinburgh and Dublin Philosophical Magazine and Journal of Science* ,1912

**Northfield Echoes** Delavan Leonard Pierson,1894 **Rinaldo** Ouida,1892 *The Christian Science Journal* ,1924

**Public Accounts of the Province of Ontario** Ontario. Treasury Dept,1928 Estimates for 1907 1909 Oct 1910 1911 separately paged and with separate t p issued with 1907 1908 1909 1910 *The Old & New Testament Student* William Rainey Harper,1889 The Works of William Shakespeare William Shakespeare,1874 Scientific Canadian Mechanics' Magazine and Patent Office Record Canada. Patent Office,1928 *The Canadian Patent Office Record and Register of Copyrights and Trade Marks* ,1928 **The Works of William Shakespeare: Much ado about nothing. Love's labour's lost. A midsummer-night's dream. The merchant of Venice. As you like it** William Shakespeare,1921 **Poems** Sir Edward James Reed,1902

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