



Lady GAGA: A Study of Fame in Personal Branding

Nick Brown

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Lady Gaga has an enviable relationship with her fans. She is one of the best-selling artists of all time in large part due to the fervent advocacy of her most loyal Superfans. Gaga's loyalty marketing techniques are legendary, and businesses of all sizes can learn from them. In this book you will learn about lady GAGA's personal branding techniques. What makes her the most influential celebrity in the world? It's not her looks, her voice or her music - it's her unique style. The Little Monsters – are her most fanatical advocates. And, just like Lady Gaga, you can attract lots of customers by implementing these simple branding and marketing strategies. To accomplish this, you must consider the qualities that separate you from the rest of the crowd. Who are you? How are you unique? Where are you headed? How can you make a dramatic difference? What is your value and your style? How do you want to be known? As you think about these qualities, you will learn how to design your own personal brand.

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