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THE CURVE: TURNING FOLLOWERS INTO SUPERFANS



Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Curve: Turning Followers into Superfans, Nicholas Lovell, The Curve is a new way of doing business and of seeing the world. In the digital age everyone struggles to answer one question: how do I get people to pay when so much is free? The answer is the Curve. Whatever business or creative field you are in, Nicholas Lovell's startling book encourages you to embrace giving some things away for free....

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- Authored by Nicholas Lovell
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