



Affinity: Beyond Branding

Martin Goldfarb, Howard Aster

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This book is cultural consumer anthropology. It is observing and understanding purchasing behavior, it is about influencing that behavior. Affinity is all about culture and the way we live; about the artifacts around us and how we feel or associate with them; it is the reconnection between business and the street, between the storyteller and the listener. Story telling is fundamental to creating affinity and leadership in our society. Brands come and go and try to re-create themselves. Good brands attach themselves and propagate values that are enduring. They can outlast the many economic cycles that are part of social transformation. Affinity is the result of effective branding process. Affinity is the result of effective story telling. It is the key to understanding consumer choice in the 21st century! Affinity has immense repercussions in the political world. How do people connect not just with products but with politicians? Affinity is the clue, the key to unlocking this magic.

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