



Monster Loyalty: How Lady Gaga Turns Followers into Fanatics

By Jackie Huba

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Famous for her avant-garde outfits, over-the-top performances, and addictive dance beats, Lady Gaga is one of the most successful pop musicians of all time. But behind her showmanship lies another achievement: her wildly successful strategy for attracting and keeping insanely loyal fans. She's one of the most popular social media voices in the world with more than 33 million Twitter followers and 55 million Facebook fans. And she got there by methodically building a grassroots base of what she calls her "Little Monsters" - passionate fans who look to her not just for music but also for joy, inspiration, and a sense of community.

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Monster Loyalty: How Lady Gaga Turns Followers into Fanatics By Jackie Huba Bibliography

- Sales Rank: #501446 in Books
- Brand: Penguin
- Published on: 2013-05-02
- Released on: 2013-05-02
- Original language: English
- Number of items: 1
- Dimensions: 8.63" h x 1.00" w x 5.75" l, .75 pounds
- Binding: Hardcover
- 224 pages

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Editorial Review

Review

"A thought-provoking, well-executed look at one of the biggest music sensations of this generation."

—*Publishers Weekly*

"The juxtaposition of Lady Gaga's outré antics with Jackie's useful, detailed, and actionable insights make for a breakthrough. This is a business book for fans and nonfans alike—for anyone who wants to build something and make a difference."

—**SETH GODIN, author of *The Icarus Deception***

"Outstanding! Jackie Huba incisively outlines how Lady Gaga cares for and nurtures the 'monsters,' her most ardent and loyal fans, and shows how any brand can use her principles as a guide to developing their own long-term advocates."

—**DAVID WITT, director, global digital marketing and brand PR, The Hershey Company**

"Chances are you won't put on a meat dress after reading this but you will be inspired to create your own loyal following of little monsters. Lady Gaga's marketing genius has always inspired me, but thanks to Jackie Huba, I now understand how to apply her lessons to my brand."

—**ERIC RYAN, cofounder of Method and coauthor of *The Method Method***

"Marketers may wonder what their soap, car, or computer has to do with a celebrated pop star. The answer is everything. Jackie Huba spells out the lessons from Lady Gaga we ought to be applying today in order to build advocacy for our own brands."

—**JOHN BELL, global managing director, Social@Ogilvy**

"Huba artfully mixes some of the biggest trends in marketing with the lessons that Lady Gaga has embodied throughout her meteoric rise. The result is a monster of a book that will teach marketers in every field how to build legions of devoted followers."

—**STEVE RUBEL, EVP/global insights and strategy, Edelman**

"Jackie Huba has played a monster role in orienting so many of us to the critical concepts of evangelism and fan passion. This book brings it all to the surface with—dare I say—Gaga impact and intensity."

—**PETE BLACKSHAW, global head of digital and social media, Nestle, and author of *Satisfied Customers Tell Three Friends, Angry Customers Tell 3000***

About the Author

Jackie Huba is the author of the book, *Monster Loyalty: How Lady Gaga Turns Followers into Fanatics*. She is also the coauthor of two previous books on customer loyalty: *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force* and *Citizen Marketers: When People are the Message*. Jackie is also a Forbes.com contributor, writing about customer loyalty and word of mouth marketing. A sought-after keynote speaker, her work has frequently been featured in the media, such as the *Wall Street Journal*, the *New York Times*, *BusinessWeek*, and *Advertising Age*. She is an 11-year veteran of IBM and resides in Austin, Texas.

Users Review

From reader reviews:

Jason Hill:

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Typically the book Monster Loyalty: How Lady Gaga Turns Followers into Fanatics has a lot of knowledge on it. So when you read this book you can get a lot of benefit. The book was compiled by the very famous author. This articles author makes some research previous to write this book. This kind of book very easy to read you may get the point easily after scanning this book.

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Clarence Delapaz:

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