

2.2: Key terms and concepts

Table 2.2.1

Term	Definition
Attention economy	The idea that human attention is a scarce commodity i.e. seeing attention as a limited resource.
Customer experience map	A visual representation of the customers' flow from beginning to end of the purchase experience, including their needs, wants, expectations, and overall experience.
Customer persona	A detailed description of a fictional person to help a brand visualise a segment of its target market.
Global citizen	A person who identifies as part of a world community and works toward building the values and practices of that community.
Tribe	A social group linked by a shared belief or interest.
Product	An item sold by a brand.
Story	A narrative that incorporates the feelings and facts created by your brand, intended to inspire an emotional reaction.

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