



## What is Fan Experience Management?

The dream of brands today is to turn customers into fans and vice versa, creating a virtuous cycle. What advantages can we gain from this emerging relationship between businesses and consumers?

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**Delivery:** SCORM

**Developed:** 5' VISION by Thinking Heads

**Temática:** Marketing y Ventas

**Duration:** 4 minutes

**License:** Nominal anual

**Author:** Javier Martínez

**Languages:** es