



The Compass and the Nail: How the Patagonia Model of Loyalty Can Save Your Business, and Might Just Save the Planet

Craig Wilson

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Why do some companies create such strong affection for their brands that their customers are compelled to become active brand champions? Is there a secret?

The Compass and the Nail presents an unconventional perspective of how particular organizations create rabid fan bases, in turn, making them more successful and more profitable.

Written by Patagonia's former lead strategist for consumer marketing, and advisor to such iconic brands as Seventh Generation and Burton Snowboards, Craig Wilson outlines game changing insights for providers of any product or service who desire fiercely loyal behavior.

Wilson's narrative is one of cultural empathy and thought disruption critical to the new global economy. It is a practical model that defines how companies, governments, and institutions relate to their end users.

By illuminating the phenomenon of "following," and how it can be methodically applied to a larger context, this book demonstrates how those relationships can be refashioned to optimize human interactive experience. It challenges us to use our economic powers for good to design the new "Responsible Economy" in an effort to save the planet. If companies realize consumers "don't buy what you do, they buy why you do it," Wilson shows us how.

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