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MBLM's Book, *Brand Intimacy: A New Paradigm in Marketing*, Becomes International Amazon #1 Bestseller

Authors Mario Natarelli and Rina Plapler Also Rank as Bestselling Authors in Business & Money

NEW YORK — November 7, 2017 — [MBLM](#), the Brand Intimacy Agency focused on strategy, design, creative and technology, announced that its new book [Brand Intimacy: A New Paradigm in Marketing](#) has become an Amazon #1 international bestseller in the US, Canada, Mexico and Australia. Authors Mario Natarelli, managing partner, and Rina Plapler, partner, are now also bestselling authors in the Business & Money book categories. The book is published by Hatherleigh Press, which is distributed by Penguin Random House, and is available in print and as an eBook.

"We are humbled by the response to our book. It is truly an honor to be an Amazon #1 bestseller," stated Natarelli.

The book, which became a bestseller less than 24 hours after launch, focuses on the concept of Brand Intimacy, which is a new marketing paradigm that leverages and strengthens the emotional bonds between a person and a brand. *Brand Intimacy* provides insight and lessons for marketers, business leaders and entrepreneurs who are seeking to understand these ultimate brand relationships and the opportunities they represent. Certain brands are studied, such as Apple, Amazon and Netflix for their successes as well as United, Foursquare and Apple again for their missteps.

"We think the book is resonating because it is both theoretical and practical, fundamental yet future-oriented," stated Plapler.

Leveraging seven years of qualitative and quantitative research with more than 12,000 consumers from the U.S., Germany, Japan, Mexico and the UAE, the authors dissect and define universal patterns that impact the bonds formed between brands and their users.

Throughout the book, the authors reveal how to apply these findings and insights to brands of every scale and type. Written by experienced marketers and backed by extensive research, *Brand Intimacy* rewrites the rule book on how to establish and expand a company's market presence, all while increasing sales and consumer satisfaction.

For more information, visit: <http://mblm.com/brandintimacybook/>.

About The Authors:

[Mario Natarelli](#), international #1 bestselling author is the managing partner at MBLM in New York and an established marketing leader to executives and their companies. Over the past 20 years, Natarelli has helped companies of every size and type, working across the globe to transform, align and manage their brands to deliver growth and value. Prior to MBLM, he was the CEO of FutureBrand North America and Middle East and was the co-founder of HyperMedia. Natarelli is a graduate architect with a degree from the University of Toronto.

[Rina Plapler](#), international #1 bestselling author is a partner at MBLM and has built brands for over 20 years. She leads strategy at MBLM in New York and has held executive positions at FutureBrand and

Gormley & Partners. Plapler has worked with B2B, B2C and B2G companies and has extensive strategy experience across a variety of industries including financial services, tourism, health care, technology and telecommunications. She was the creator of FutureBrand's Country Brand Index and MBLM's Brand Intimacy Study. Plapler holds degrees from McGill and Harvard Universities.

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About MBLM: Founded in 2004, MBLM is the Brand Intimacy Agency, which is dedicated to creating greater emotional connections between people, brands and technology. With offices in nine countries, its multidisciplinary teams help clients deliver stronger marketing outcomes and returns for the long term. To learn more about creating and sustaining ultimate brand relationships, visit mblm.com.