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[Introduction Page 5](#)

[About This Book : Experiential Marketing A Practical Guide To Interactive Brand Experiences Pdf Full PDF Page 5](#)

[Acknowledgments Page 8](#)

[About the Author Page 8](#)

[Disclaimer Page 8](#)

[1. Promise Basics Page 9](#)

[The Promise Lifecycle Page 17](#)

[Creating New \(Unsettled\) Promises Page 21](#)

[Creating Settled Promises Page 24](#)

[Summary Page 27](#)

[2. Chaining Promises Page 28](#)

[Catching Errors Page 30](#)

[Using finally\(\) in Promise Chains Page 34](#)

[Returning Values in Promise Chains Page 35](#)

[Returning Promises in Promise Chains Page 42](#)

[Summary Page 43](#)

[3. Working with Multiple Promises Page 43](#)

[The Promise.all\(\) Method Page 51](#)

[The Promise.allSettled\(\) Method Page 57](#)

[The Promise.any\(\) Method Page 61](#)

[The Promise.race\(\) Method Page 65](#)

[Summary Page 67](#)

[4. Async Functions and Await Expressions Page 67](#)

[Defining Async Functions Page 69](#)

[What Makes Async Functions Different Page 81](#)

[Summary Page 83](#)

[5. Unhandled Rejection Tracking Page 83](#)

[Detecting Unhandled Rejections Page 85](#)

[Web Browser Unhandled Rejection Tracking Page 90](#)

[Node.js Unhandled Rejection Tracking Page 94](#)

[Summary Page 95](#)

[Final Thoughts Page 96](#)

[Download the Extras Page 96](#)

[Support the Author Page 96](#)

[Help and Support Page 97](#)

[Follow the Author Page 102](#)

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What is experiential marketing? 12 The growth of experiential marketing 12 Experiential future 14 Summary 17 Notes 17 02 A whole new world: millennials, brand experiences and social media 19 Millennials, Gen Z and beyond 19 Live brand experiences combined with social media 20 Applying the integrated experiential methodology to the purchase ...

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Webexperiential marketing. In-house Different channels of marketing can all be under one agency's roof. For example, an ATL advertising firm can have an in-house experiential marketing team. Interactive A means of engagement between the target audience member and the brand, via a two-way interaction.

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WebThis book recommends that the big idea for the experiential marketing campaign is based on a two-way interaction between the consumer and the brand, in real time; in other words, a live brand experience. Almost all experiential marketing campaigns include two or more of the 10 experiential elements.

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Webreaders to the new customer experience framework and the era of the "Experiential Marketing Mix." She introduces the concept of the 7Es (Experience, Exchange, Extension, Emphasis, Empathy, Emotional touchpoints, Emic/Etic process); a tool that focuses on the consumer as a starting point in marketing strategies.

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