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Economy is an
insightful, research
based look at the
strategies and tactics
needed to develop,
grow and maintain a
membership-style

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program for customers. It is perhaps the best, most detailed source I've found on this subject to date, and it has very much changed the way I think about our own growing membership program.

The Membership Economy: Find Your Super Users, Master the ...

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increasingly popular

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model that author
Robbie Kellman Baxter
sees as the inevitable
result of technological
advancements, social
trends, and a
generation in
transition.

The Membership Economy by Robbie Kellman Baxter

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Superusers, Master the
Forever Transaction
and Build Recurring
Revenue". This
complete summary of
the ideas from Robbie
Kellman Baxter's book
"The Membership
Economy" highlights
the fact that more and
more corporate giants
(like Apple and
Amazon) are re-
thinking their business

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models to go from
selling individual
products to offering
memberships.

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Recurring Revenue. If
you've ever used
ZipCar, Amazon Prime,
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Groupon, Weight

Access PDF The Membership Economy Find Watchers, SurveyMonkey, United Mileage Plus, Pinterest, or Twitter, you are part of The Membership Economy, an increasingly popular model that author Robbie Kellman Baxter sees as the inevitable result of technological advancements, social trends, and a generation in transition.

The Membership

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**Economy: Find Your
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the ...**

The Membership
Economy Summary by
Robbie Kellman Baxter
explains how the new
membership-based
business model
functions, how you can
find and attract your
superusers, build
loyalty so they keep
coming back, and
create recurring
revenue.

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**The Membership
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Summary - Robbie
Kellman Baxter**

In this course, Robbie
Kellman
Baxter—author of *The
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Most importantly, you'll discover what works and what doesn't from some of the key players in the new

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membership economy.
It's not about
ownership; it's about
access, options, and
freedom. When you
join forces with your
customers,
membership has its
rewards — for you,
your company, and
your continued
success.

**The Membership
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the . . .**

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The Membership Economy is about a mindset, in which organizations are working to build long-term, formal relationships with their customers. Some organizations charge their members a subscription fee. But others might be free for most, like LinkedIn or Pinterest.

Defining the Membership

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**Economy - 7
Questions with
Robbie ...**

The Membership
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Robbie Kellman Baxter
McGraw-Hill (2015)
How to create a
community of
“customer evangelists”
who thrive in the
Membership Economy

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**The Membership
Economy: A book
review by Bob
Morris ...**

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your membership will
cost. Your Super Users

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Robbie Kellman Baxter,
entrepreneur and
consultant, offers her
advice on how and

where to get started in
The Membership
Economy: Find Your
Super Users, Master
the Forever

Transaction, and Build
Recurring Revenue. In
her opinion, the

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businesses that are able to obtain and get members will be the ones that thrive.

The Membership Economy is the New Currency for Business...

Most importantly, you'll discover what works, and what doesn't, from some of the key players in the new membership economy. It's not about ownership; it's about

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access, options, and freedom. When you join forces with your customers, membership has its rewards--for you, your company, and your continued success.

The Membership Economy: Find Your Super Users, Master the ...

Robbie is the author of "The Membership Economy: Find Your Superusers," "Master

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Recurring Revenue," a
book that has been
named a top 5
Marketing Book of the
Year by Inc.com, as
well as the forthcoming
title "The Forever
Transaction" (McGraw-
Hill 2020). She coined
the popular business
term "Membership
Economy."

4 Lessons on The Membership

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Economy

In this course, Robbie
Kellman

Baxter—author of *The
Membership Economy:
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—goes into the types
of skills required in a
membership economy
company, why
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