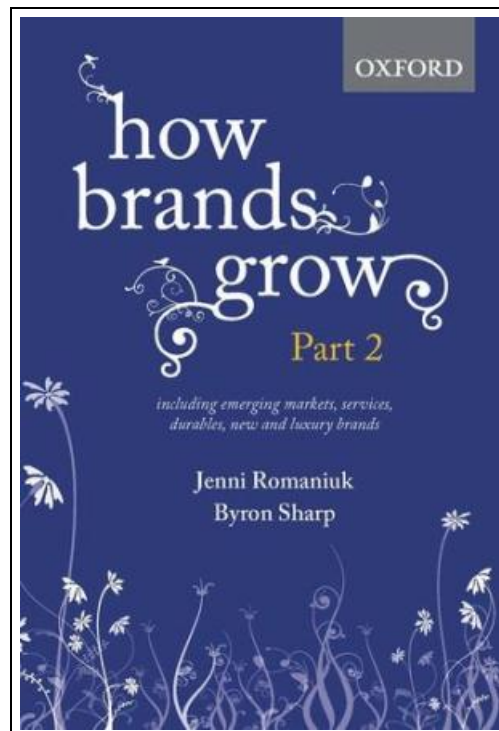


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Reviews

Thorough information! Its this kind of good read. Yes, it is perform, continue to an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Loyal Grady)

HOW BRANDS GROW: PART 2: EMERGING MARKETS, SERVICES, DURABLES, NEW AND LUXURY BRANDS (HARDBACK)



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Oxford University Press Australia, Australia, 2015. Hardback. Condition: New. Language: English . Brand New Book. Following the success of international bestseller *How Brands Grow: what marketer s don t know* comes a new book that takes readers further on a journey to smarter, evidence-based marketing. *How Brands Grow Part 2*, by Jenni Romaniuk and Byron Sharp, is about fundamentals of buying behaviour and brand performance - fundamentals that provide a consistent roadmap for brand growth, and improved marketing productivity. Ride the next wave of marketing knowledge with insights such as how to build Mental Availability, metrics to assess the strength of your brand s Distinctive Assets and a framework to underpin your brand s Physical Availability strategy. Learn practical insights such as smart ways to look at word of mouth and the sort of advertising needed to attract new brand buyers. This book is also a must read for marketers working in emerging markets, services, durables and luxury categories, with evidence that will challenge conventional wisdom about growing brands in these markets. If you ve ever wondered if word of mouth has more impact in China, if luxury brands break all the rules of marketing or if online shoppers are more loyal to brands or retailers, this book is for you. If you read and loved *How Brands Grow* - it s time to move to the next level of marketing. And if you haven t get ready - This book will change the way you think about marketing forever.



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