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Altri autori (Persone)	HatchSteve
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The heart of the matter -- The evolution of magic -- With an eye on execution -- With an eye on the contextual -- With an eye on strategy -- Beyond strategic vs executional -- Inventing a brand : the 'KR bar' -- Communication combinations -- Knowing your 'HOCOS' -- Generating ideas -- Judging brand ideas : trout or trolley?.
Sommario/riassunto	In the marketing world, communication ideas are revered for their magical ability to affect how consumers behave towards brands. Despite this, they are poorly understood. How many types are there? What are their characteristics? How should you use them? And what makes a good one? Most marketers simply cannot answer these questions. Rigorous Magic answers these questions, bringing science to the art of ideas. Jim Taylor and Steve Hatch dispel the myths around communication ideas and create a practical 'road map' for marketers to select which types are best for their brand to compete. O

