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Autore	Grant John <1964->
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Nota di contenuto	Cover; Contents; Acknowledgements; Introduction; SECTION I: BRAND THEORY REVISITED; SECTION II: A TYPOLOGY OF BRAND IDEAS; SECTION III: DEVELOPING BRAND STRATEGIES; References; Index
Sommario/riassunto	The days of the image brands are over, and 'new marketing' has gone mainstream. The world's biggest companies are pursuing a post-advertising strategy, moving away from advertising and investing in leading edge alternatives. In the vanguard of the revolution has been John Grant, co-founder of the legendary agency St. Luke's and author of The New Marketing Manifesto, whose radical thinking has informed a generation. Now Grant is set to stun the industry again. In The Brand Innovation Manifesto, he redefines the nature of brands, showing why old models and scales no longer work a

2. Record Nr.	UNINA9910376390103321
Autore	Singer Jeremy
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