



Branding Only Works on Cattle: The New Way to Get Known and Drive Your Competitors Crazy

By Baskin, Jonathan Salem

John Wiley & Sons Ltd (Import). Book Condition: New. Most people don't know it yet, but branding is dead. Of course, we need to know about the things we want to buy, but the billions of pounds spent on logos, sponsorships, and jingles have little - if anything - to do with consumer behaviour. For example: - Dinosaur-headed execs in Microsoft ads didn't help sell software. Num Pages: 272 pages, black & white illustrations. BIC Classification: KJS. Category: (P) Professional & Vocational. Dimension: 236 x 162 x 27. Weight in Grams: 540. . 2009. 1st Edition. Hardcover. . . .



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Reviews

The book is fantastic and great. It generally does not expense excessive. Its been designed in an exceptionally easy way and it is simply right after i finished reading through this book by which really changed me, change the way i think.

-- **Adolfo Lindgren**

Very beneficial to any or all class of individuals. It is rally interesting throgh looking at time. You will not feel monotony at at any time of your time (that's what catalogs are for concerning in the event you question me).

-- **Dr. Dallas Reinger IV**