



## How Brands Grow and How Brands Grow Part 2 (Hardback)

By Jenni Romaniuk, Byron Sharp

Oxford University Press Australia, Australia, 2016. Hardback. Condition: New. Language: English . Brand New Book. This pack contains How Brands Grow: What Marketers Don t Know and How Brands Grow Part 2: Emerging Markets, Services, Luxury Brands and Durables. Buy the pack to save and take a journey to smarter, evidence-based marketing. How Brands Grow provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands. It is the first book to present these laws in context and to explore their meaning and application. The most distinctive element to this book is that the laws presented are tried and tested; they have been found to hold over varied conditions, time and countries. This is contra to most marketing texts and indeed, much information provides evidence that much modern marketing theory is far from soundly based. How Brands Grow Part 2 is about fundamentals of buying behaviour and brand performance - fundamentals that provide a consistent roadmap for brand...



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