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***Marketers Are  
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***Consumers Are  
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With the  
proliferation of  
digital and social  
media, there has  
never been a more  
dynamic time to

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engage with  
marketing  
communications -  
and never has the  
integration of  
marketing  
communications  
(marcoms)  
principles into a  
strategic  
marketing plan  
been more  
challenging. Even

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the best product in the world won't sell without the right reach to your potential customers and the right message to engage them. This textbook applies a uniquely practical approach to the topic so that, whilst a structured

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overview of  
planning,  
development,  
implementation  
and evaluation of  
marketing  
communications is  
in place, the  
detailed cases  
made available by  
the Institute for  
Practitioners in  
Advertising (IPA)

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Consumers Are

From New York

show how actual challenges faced by professionals in the field were addressed. This book will help you to develop the skills you need to turn theory into the right integrated communication plan, in order to succeed in an

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increasingly  
competitive  
Consumers Are  
From New Je  
environment.

Aided by a  
veritable wealth of  
pedagogical  
features,  
Marketing  
Communications  
will be essential  
reading for both  
students and  
professionals in

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marketing,  
communications  
and public

relations. This  
textbook also  
benefits from a  
companion  
website which  
includes a  
comprehensive  
instructor's guide  
with PowerPoint  
slides, testbank

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questions and  
answer checklists.

Consumers buy  
new products  
unconsciously  
seeking magical  
solutions to their  
life's problems.

"Make me  
beautiful." "Make  
me manly." "Make  
me rich."

Marketers are



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happy to pose as wizards, whose cornucopia of cars and cosmetics and computers can make those dreams come true. These are archetypal behaviors, deeply embedded in our psyches, awaiting the appropriate

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Consumers Are  
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incantation from  
clever marketers  
to compel

purchase. "Myth,  
Magic and  
Marketing" shows  
how to harness  
these deep-rooted  
motivational  
systems for your  
products. Written  
in a breezy  
unpretentious

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style, you'll enjoy  
every page!

Consumers Are  
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Many marketers  
fear that the field's  
time-worn  
principles are  
losing touch with  
today's realities.  
"Does Marketing  
Need Reform?"  
collects the  
insights of a select  
group of leading

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marketing thinkers  
and practitioners  
who are committed  
to restoring  
marketing's  
timeless values.

The book sets the  
agenda for a new  
generation of  
marketing  
principles. As the  
editors note in  
their introduction;

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"Marketing is a powerful force backed up by huge resources. It must be entrusted only to those with the wisdom to use it well." The contributors seek to understand and explain how and why marketing has veered

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significantly off  
course in order to  
steer it back in the  
right direction. The  
concepts and  
perspectives  
presented in this  
book will inspire a  
renewed  
commitment to the  
highest ideals of  
marketing -  
serving customers

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individually and  
society as a whole  
by synergistically  
aligning company,  
customer, and  
social interests.

In September 2015,  
the National  
Academies of  
Sciences,  
Engineering, and  
Medicine's Food  
and Nutrition

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Board convened a workshop in Washington, DC, to discuss how communications and marketing impact consumer knowledge, skills, and behavior around food, nutrition, and healthy eating. The workshop was



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divided into three sessions, each with specific goals that were developed by the planning committee:

Session 1 described the current state of the science concerning the role of consumer

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education, health  
communications  
and marketing,  
commercial brand  
marketing, health  
literacy, and other  
forms of  
communication in  
affecting  
consumer  
knowledge, skills,  
and behavior with  
respect to food

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safety, nutrition,  
Consumers Are  
From New Je  
matters. Session 2  
explored how  
scientific  
information is  
communicated,  
including the  
credibility of the  
source and of the  
communicator, the  
clarity and  
usability of the

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information, misconceptions/misinformation, and the impact of scientific communication on policy makers and the role of policy as a macro-level channel of communication.

Session 3 explored the current state of the science

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concerning how  
food literacy can  
be strengthened  
through  
communication  
tools and  
strategies. This  
report summarizes  
the presentations  
and discussions  
from the  
workshop.

New Consumer

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Marketing  
Superconsumers

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How Brands Grow

AI Strategy for

Sales and

Marketing

How to Make

Money Writing

Product Reviews

Food Literacy

Work Place

Sabotage

Help your

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students

Consumers Are

achieve

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marketing

success by

delivering the

best up-to-the-

minute

coverage of

key marketing

topics

available in

this complete,

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yet brief,  
Consumers Are  
latest edition  
From New Je  
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by award-  
winning

instructors

and leading

authors Lamb/H

air/McDaniel.

ESSENTIALS OF

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uses a fresh,  
streamlined  
design to

focus on  
captivating  
examples and  
innovative  
applications  
that ensure  
students not  
only  
understand

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marketing  
consumers are  
From New Je  
concepts, but  
also know how

to effectively  
apply them to  
real-world  
practice. This  
edition now  
visually  
illustrates  
key marketing  
concepts and

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showcases the  
customer  
experience

with an  
engaging  
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punctuated by  
the most  
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marketing  
statistics and  
figures. A new

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appendix and  
Consumers Are  
exercises  
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emphasize

building a  
professional  
marketing plan  
with an  
integrated  
internet focus  
to further  
prepare  
students for

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success. This  
book's concise  
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unequaled  
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projects and  
readings,

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while still  
providing the  
comprehensive  
coverage  
students need.  
Powerful  
teaching and  
learning tools  
form part of  
the book's  
hallmark  
Integrated

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Learning

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organized

around the

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learning

objectives.

All-new videos

produced

specifically

for this

edition

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feature  
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fascinating  
stories of  
marketing  
success, while  
a myriad of  
exceptional  
online and in-  
book tools  
answer the  
needs of a  
variety of



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learning and  
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teaching  
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styles.

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coverage and  
broad-based  
appeal is  
designed to  
create a  
learning

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experience  
that leaves  
your students  
saying, Now  
that's  
marketing!

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globalization,  
the fast  
moving  
consumer goods

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market has  
been turned on  
its head and  
made more  
competitive  
than ever.

This book  
synthesizes  
emerging  
marketing  
thinking in  
the consumer

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domain with  
practical  
advice on how  
to profit from  
changes. It  
illustrates  
the key issues  
facing the  
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consumer goods  
industry and  
provides an

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analysis of  
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management

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academic  
insight.

Truth is a  
powerful  
marketing  
tool—and  
really the  
only way to

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promote a  
message and  
brand

effectively.

Truth in  
advertising  
has long been  
something to  
ignore, or at  
least  
downplay. The  
role of

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Advertising  
has been to  
position and  
manipulate  
brands to  
convince  
consumers that  
they're imbued  
with qualities  
they don't  
necessarily  
possess, or



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presume to  
tell them  
From New Je  
which ones  
matter. It  
worked when  
the brand's  
voice was the  
only voice,  
but with the  
rise of social  
media that era  
is over.

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Marketers have  
focused their  
messages on

entertainment,  
creating funny  
or engaging  
campaigns that  
win awards but  
don't always  
sell products.

Consumers  
determine

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what's true,  
Consumers Are  
From New Je  
and smart  
companies have  
realized that  
every  
communications  
medium can and  
will be used  
to contribute  
to those  
conclusions.  
In Tell the

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Truth,

Jonathan

Baskin and Sue

Unerman look

at the content

and context of

marketing comm

unications.

They provide

the research

of hundreds of

companies and

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in-depth case  
Consumers Are  
studies on  
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more than 50  
global brands  
to show us  
that truthful  
brands deliver  
sales,  
profits, and  
sustainable  
relationships.  
Truth truly

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yields true  
competitive  
advantage.  
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River, N.J. :  
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Homeowner,  
How  
Advertising  
Went from a  
Minor  
Annoyance to a

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Marketing

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the Acropolis  
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Jersey

A Simple,  
Speedy, and  
Sustainable  
Path to



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Consumers Are  
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**Make money  
with free stuff!  
Retail  
businesses from  
around the  
world are  
waiting for  
people like YOU  
to provide high  
quality, in**

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**depth-reviews  
of their  
products. These  
businesses are  
willing to reach  
out to YOU  
immediately in  
order to get  
your business  
and provide  
feedback that  
will benefit  
other**

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**customers.**

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**Earn a  
substantial  
income from  
home Making  
money from  
home has never  
been easier  
than it is today.  
With Internet  
based  
businesses on  
the rise, anyone**

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Consumers Are  
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**can step in and  
start making an  
income with as  
little as just  
having a home  
computer and a  
decent Internet  
connection.**

**Some sources  
have cited  
statistics that  
1.6 million new  
home business**

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owners bring an  
Consumers Are  
From New Je  
average income  
in between  
\$100,000 and  
\$250,000 per  
year. These  
sources cite  
technology as  
the number one  
leading cause of  
such success  
and those that  
can tap into

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**these resources  
can start riding  
the wave**

**immediately.**

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together In this  
book I'm going  
to introduce  
you to a real  
way of making  
money from  
home, one that  
does not**

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**require startup  
capital or  
outlandish fees.**

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can be worked  
from anywhere  
on the globe  
and only  
requires a short  
amount of time  
each day. If  
you're willing to**

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**put forth the  
effort to think,  
can write a few  
sentences, and  
have a  
computer  
connected to  
the Internet,  
then you have  
an instant  
business with a  
great deal of  
potential. Start**



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**Today By  
Consumers Are  
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**Purchasing this  
Book! In this  
book, you'll  
learn how to  
start writing  
real product  
reviews for  
money, how to  
get tons of free  
stuff, how to  
find new clients  
to write for,**

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**how to double  
your income,  
and much more.**

**In marketing  
today,  
delusional  
thinking isn't  
just acceptable  
-- it's  
mandatory. In  
"Marketers Are  
From Mars,  
Consumers Are**

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**From New  
Jersey", Bob  
Hoffman,**

**author of "101  
Contrarian  
Ideas About  
Advertising"  
and "The Ad  
Contrarian"  
explains how  
marketers and  
advertisers  
have lost touch**

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**with consumers  
and are living  
in a fantasy  
land of their  
own invention --  
fed by a  
cultural echo  
chamber of  
books, articles  
and  
conferences in  
which people  
like them talk**

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to people like  
Consumers Are  
them.

From New York  
**Complementing  
Dibb and  
Simkin's  
established  
reputation in  
their field, this  
text presents a  
punchy  
overview of the  
leading 50  
themes of**

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marketing, each  
Consumers Are  
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concisely  
summarized for  
revision

purposes or  
quick-learning.  
While appealing  
primarily to  
students  
undertaking  
marketing  
exams, many  
practitioners

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**will also find  
this 'glossary of  
current  
marketing' hard  
to resist. The  
title builds on  
the earlier  
works of Dibb  
and Simkin,  
whose  
Houghton  
Mifflin text,  
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**Concepts and  
Strategies', is  
the current  
business school  
market leading  
text in the  
United  
Kingdom, while  
their Thomson  
Learning text,  
'The Marketing  
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just been  
revised and is  
the most widely  
used marketing  
casebook. From  
understanding  
customers,  
branding and  
positioning,  
relationship  
marketing,  
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responsibility  
Consumers Are  
through to  
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value-based  
marketing and  
one-to-one  
marketing, this  
book covers all  
the issues the  
modern  
marketer must  
address. The  
text itself is  
organized into

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**short**

**structured**

**chapters, the**

**Briefs, each**

**including: \***

**Core definitions**

**\* A bulleted key**

**point overview \***

**Thorough yet**

**concise**

**explanation of**

**the concept and**

**primary issues \***

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**Illustrative  
examples \* A  
selection of  
examination  
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and applied  
questions \***

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further reading  
and sources.**

**Together these  
offer a rounded,  
concise and**

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**topical  
appreciation of  
each theme  
within a clear  
and accessible  
framework  
designed to aid  
revision. Also  
included are  
revision tips  
and 'golden  
rules' for  
tackling**

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**examinations,  
specimen**

**examination**

**papers with**

**answer**

**schemes, and a**

**full glossary of**

**key marketing**

**terms.**

**With the**

**current state of**

**the economy**

**businesses**

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**must be at their  
best to keep the  
customers  
coming to  
them. The  
problem is that  
most companies  
have lost touch  
with what really  
makes a  
customer's  
experience a  
positive one.**

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**The 5 Step  
Guide to  
Empowering  
Consumers is  
the first book  
written to  
educate the  
customer on  
how to win in  
every purchase  
transaction and  
customer  
service**

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**experience.**

**Many books  
have been  
written for the  
salesperson,  
customer  
service rep and  
the decision  
makers but,  
now you hold  
the power in  
your hands to  
change the**

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**sociology of our  
economy.**

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**Perspectives on  
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**How Do Commu  
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**Skills, and  
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**Summary**

**Why Financial  
Services Needs**

**A New Kind of  
Marketing**

**An**

**Anthropology of  
Workplace**

**Crime**

**Marketing**

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**Briefs**

**Managing a**

**Living Demand  
System**

This book addresses the challenges and subtleties behind marketing to women and confronts the idea that gender alone can be used as an indicator to target your market.

Darroch provides

*Page 76/217*

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practical insights into  
market segmentation  
and recommends a  
new approach that  
focuses on targeting  
human needs, not  
gender, in order to  
reach female  
customers.

Before you can  
influence decisions,  
you need to  
understand what

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drives them. In *The Choice Factory*, Richard Shotton sets out to help you learn. By observing a typical day of decision-making, from trivial food choices to significant work-place moves, he investigates how our behaviour is shaped by psychological

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shortcuts. With a clear focus on the marketing potential of knowing what makes us tick, Shotton has drawn on evidence from academia, real-life ad campaigns and his own original research. The Choice Factory is written in an entertaining and highly-accessible

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format, with 25 short chapters, each addressing a cognitive bias and outlining simple ways to apply it to your own marketing challenges. Supporting his discussion, Shotton adds insights from new interviews with some of the smartest thinkers in



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advertising, including  
Rory Sutherland, Lucy  
Jameson and Mark  
Earls. From priming  
to the pratfall effect,  
charm pricing to the  
curse of knowledge,  
the science of  
behavioural  
economics has never  
been easier to apply to  
marketing. The  
Choice Factory is the

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new advertising  
essential.

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persuade your  
colleagues to adopt  
your point of view,  
How To Write better  
Copy by Steve  
Harrison will help you  
write better copy. It  
starts with the  
thinking before the  
writing, and how to  
create the all-  
important Brief. Then  
it takes you step-by-

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step from how to write  
a headline to how to  
get the response you  
want from your  
reader. With examples  
at every stage, and  
explanations based on  
both the author's  
twenty-five years'  
experience and recent  
scientific research,  
this book will help  
hone your skills -

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whether you're writing websites or press ads, e-zines or direct mail, brochures or blogs, posters or landing pages, emails or white papers.

The CIM Handbook of Strategic Marketing targets senior executives responsible for shaping and managing the

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company's strategic direction. The strategic dimensions of marketing management are emphasised along with the critical importance of matching the company's capabilities with genuinely attractive market sectors. The

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Handbook's strategic perspective and pragmatic outlook pervade the text and underpin its practical foundations. The rise of global competition and continuous innovation have redefined market structures, reshaped industries and given customers

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unprecedented value  
and choice. In this era  
of customer

sovereignty there is a  
tremendous amount of  
pressure on  
organizations to adopt  
the principles of the  
marketing concept and  
to develop a much  
sharper strategic  
focus. The CIM  
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Marketing is a reference source to guide effective marketing practice. It provides supportive material for managers and employees who are building their marketing competence by attending training programmes, and includes contributions from leading

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academics - such as,  
Peter Doyle, Malcolm  
McDonald, Nigel  
Piercy The book  
amounts to a firm  
blueprint written by  
leading marketing  
thinkers for designing  
and implementing  
effective marketing  
strategies and  
improving business  
performance. Colin

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Egan is Professor of  
Strategic Management  
at Leicester Business  
School. Michael J

Thomas is Professor  
of Marketing at the  
University of  
Strathclyde Business  
School.

Tell The Truth  
Honesty Is Your Most  
Powerful Marketing  
Tool

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Can Help Marketers  
Build Memorable

Brands

Badmen

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Customers, Narrow

Your Focus, Dominate

Your Market

Political Marketing

No Small Change

Substantially

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continues to offer  
students the most  
comprehensive  
introduction to this  
rapidly growing  
field. It provides an  
accessible but in-  
depth guide to

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what political marketing is and how it is used in practice, and encourages reflection on how it should be used in the future.

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and delivery  
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marketing;

Expanded  
discussion of  
political public  
relations, crisis  
management,  
marketing in the  
lower levels of  
government and  
volunteer-friendly

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organizations;  
Examination of the  
new research on  
emerging practices  
in the field, such  
as interactive and  
responsive  
leadership  
communication,  
mobile marketing,  
co-creation market  
research,



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experimental and  
analytic marketing,  
celebrity marketing  
and integrated  
marketing  
communications;  
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pedagogical  
features, including  
21 detailed case  
studies from  
around the world,

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practitioner  
profiles, best  
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class discussion  
points, an online  
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both applied and  
traditional  
assessment  
questions Written  
by a leading expert  
in the field, this

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textbook is essential reading for all students of political marketing, parties and elections and comparative politics. This book is supported by an online resource site, [www.political-marketing.org/](http://www.political-marketing.org/),

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which is annually updated with new academic literature, audiovisual links and websites that provide further reading and links to clips for use in teaching political marketing.

The Ad Contrarian,

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Getting beyond the  
fleeting trends,  
false goals, and  
dreadful jargon of  
contemporary  
Advertising,  
originally published  
in 2007 is now  
available in this  
new expanded and  
revised edition.  
A frightening and

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highly entertaining  
look into the  
hidden, corrupt,  
and dangerous  
world of online  
advertising where  
billions of dollars  
are being stolen;  
personal  
information about  
us is being  
collected and sold

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24-hours a day;  
Consumers Are  
From New Je  
and important  
principles of a free  
society are being  
undermined.

Why is it that  
Casio can sell a  
calculator more  
cheaply than  
Kellogg's can sell  
a box of corn  
flakes? Why can

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FedEx "absolutely, positively" deliver your package overnight but airlines have trouble keeping track of your bags? What does your company do better than anyone else? What unique value do you



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provide to your  
consumers? Are  
customers? How  
From New Je  
will you increase  
that value next  
year? As  
customers'  
demands for the  
highest quality  
products, best  
services, and  
lowest prices  
increase daily, the

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rules for market  
leadership are  
changing. Once  
powerful  
companies that  
haven't gotten the  
message are  
faltering, while  
others, new and  
old, are thriving. In  
disarmingly simple  
and provocative

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terms, Treacy and  
Wiersema show  
what it takes to  
become a leader  
in your market,  
and stay there, in  
an ever more  
sophisticated and  
demanding world.  
Managing in the  
Digital Era  
Make \$57,192 Per

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Year Getting Free  
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Products Sent to  
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Your Door

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Women Doesn't  
Work

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Advertising For  
Skeptics

A Practical

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Approach

*Pork dorks.*

*Craftsters.*

*American Girl*

*fans. Despite*

*their different*

*tastes, these*

*eclectic*

*diehards have a*

*lot in common:*

*they're obsessed*

*about a specific*

*brand, product,*

*or category.*

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*They pursue  
their passions  
with fervor, and  
they're  
extremely  
knowledgeable  
about the things  
they love. They  
aren't average c  
onsumers—they're  
superconsumers.  
Although small  
in number,  
superconsumers*

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*can have an  
outsized impact  
on a company's  
bottom line.*

*Representing 10%  
of total  
consumers, they  
can drive  
between 30% to  
70% of sales,  
and they're  
usually willing  
to spend  
considerably*

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*more than the  
average  
consumer. And  
because they're  
so engaged and  
passionate, they  
can offer  
invaluable  
advice to  
managers looking  
to improve their  
products, change  
their business  
models, energize*



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*their cultures,  
and attract new  
customers.* In

*Superconsumers,  
growth strategy  
expert Eddie*

*Yoon lays out a  
simple but  
extremely  
effective*

*framework that  
has helped  
companies of all  
types and sizes*

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*achieve more  
sustainable  
growth: he'll  
show you how to  
find, listen to,  
and engage with  
your most  
passionate and  
profitable  
consumers, and  
then tailor your  
decisions to  
meet their wants  
and needs. Along*

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*the way, he'll  
let you into the  
minds and homes  
of  
superconsumers  
of all kinds,  
revealing what  
makes them tick  
and why they're  
willing to spend  
so much more  
than other  
consumers. Rich  
with data and*

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*case studies of  
companies that  
have implemented  
superconsumer  
strategies with  
great success,  
Superconsumers  
is a fun,  
practical, and  
inspiring guide  
for anyone  
interested in  
making their  
best customers*

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even better.

Advertising's  
decade of Je  
delusion

How can we sell  
more, to more  
people, and for  
more money? The  
marketing world  
is awash with  
myths,  
misconceptions,  
dubious metrics  
and tactics that

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*bear little  
relation to our  
actual buying  
behaviour.*

*Presenting a  
range of  
perspectives on  
advertising in a  
global society,  
this Second  
Edition of  
Controversies in  
Contemporary  
Advertising, by*

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**Kim Bartel**

**Sheehan,**

**examines**

**economic,**

**political,**

**social, and**

**ethical**

**perspectives and**

**covers a number**

**of topics**

**including**

**stereotyping,**

**controversial**

**products,**

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*consumer  
culture, and new  
technology. The  
book is divided  
equally between  
macro and micro  
issues,  
providing a  
balanced  
portrait of the  
role advertising  
has in society  
today. Author  
Kim Bartel*



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Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical

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perspective on  
Consumers Are  
advertising  
issues.

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Marketing  
The Discipline  
of Market  
Leaders  
Principles and  
Practice  
Introduction to  
Marketing  
Marketing

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*Strategy*

*Consumers Are  
From New Jersey:  
An  
Asia-Pacific  
Perspective  
Contagious*

*Following the  
success of  
international  
bestseller How  
Brands Grow:  
What  
Marketer's*

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*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*

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Consumers Are  
From New Jersey*

***fundamentals of  
buying  
behaviour and  
brand  
performance -  
fundamentals  
that provide a  
consistent  
roadmap for  
brand growth,  
and improved  
marketing  
productivity.***

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***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***

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***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***

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***needed to  
attract new  
brand buyers.***

***This book is  
also a must  
read for  
marketers  
working in  
emerging  
markets,  
services,  
durables and  
luxury***



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***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***

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China, if luxury  
Consumers Are  
From New York*  
**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**

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***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.***

***International  
Marketing, 6e  
is written from***

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***a wholly  
Australasian  
perspective and  
covers issues  
unique to local  
marketers and  
managers  
looking towards  
the Asia-Pacific  
region, the  
European  
Union, and  
beyond. It***

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*presents a wide  
range of  
contemporary  
issues faced by  
subsidiaries of  
multinational  
enterprises  
(MNEs) as well  
as small and  
medium scale  
enterprises  
(SMEs), mainly  
exporters,*

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Consumers Are  
From New York*  
**which make up  
the vast bulk of  
firms involved  
in international  
business in the  
Australasian  
region.**

**International  
Marketing, 6e  
clearly  
demonstrates  
the links  
between the**

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**different stages  
of international  
marketing,  
connecting  
analysis with  
planning,  
planning with  
strategy and  
strategy with  
implementation  
. Key concepts  
are brought to  
life with compre**

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*Extensively  
updated  
statistics,*

*recent  
illustrations,  
and a variety of  
real-world  
examples and  
case studies.*

*Originally  
published in  
1982 Cheats at  
Work looks at*



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occupations  
Consumers Are  
from an  
From New Je  
anthropological  
point of view,  
using a similar  
format to  
analysis of  
cultures in the  
study of  
anthropology.*

*The author uses  
an extensive set  
of quotations*

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*drawn from  
over a hundred  
informants at  
all social levels.  
The interviews  
reveal a distinct  
set of  
ideologies and  
attitudes from  
various  
occupations.  
The book looks  
specifically at*

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cheating, lying  
Consumers Are  
and deception  
From New Je  
in various  
occupations,  
and the  
interviews  
reveal how and  
why people  
cheat, and  
deceive their  
customers and  
clients, how  
they learn the*

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*From Mars,  
concealed  
tricks and  
Consumers Are  
From New Je  
professions and  
how they justify  
this.*

*Today the need  
for a holistic  
approach to  
marketing  
information is  
greater than  
ever.*

*Fortunately,*

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From Mars  
*parallel to this  
need the  
marketing*

*professionals  
have rich data  
sources at  
hand. Besides  
the consumer  
information  
coming from  
usage and  
attitude  
studies, ad hoc*

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*researches,  
tracking  
studies,*

*consumer panel  
research, etc.,  
retail audit  
plays a very  
important role.  
It is easily the  
number one  
information  
source of  
manufacturer*

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performance,  
pricing and  
distribution in  
the FMCG (Fast  
Moving  
Consumer  
Goods) world.  
Still, the  
methodology of  
retail audit  
analysis is not  
well-known and  
understood to*

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Consumers Are  
From New Je*

***the details,  
even among the  
marketers at  
the client side  
using the data  
on a daily basis.  
The purpose of  
this book is to  
give practical  
guidelines to  
retail audit  
analysis, mainly  
from the***



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Consumer's Are  
From New York*

***manufacturer  
point of view. It  
also intends to  
raise the  
attention of  
marketers on  
how useful this  
tool can be,  
with sufficient  
creativity to ask  
the right  
questions it can  
answer. The***

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**book is written  
in a practical,  
real-life**

**business style.**

**The concise  
messages are  
aided by easy-to-  
follow charts,  
visualizing the  
vast variety of  
potential  
findings retail  
data can**

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***provide. The  
book also aims  
to summarize  
the market  
logic and  
dynamics that  
can be explored  
via retail audit.  
This is why the  
author  
purposefully  
created charts  
well explaining***

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*From Mars  
- among many  
Consumers Are  
other (brand)  
From New Je  
marketing  
tactics and  
strategies -, the  
ex-pocket  
pricing tactics,  
the impact of  
psychological  
price points or  
how a  
concentrated  
brand portfolio*

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*looks like.*

*Free Range  
Brands*

*CIM Handbook  
of Strategic  
Marketing  
Controversies  
in  
Contemporary  
Advertising  
Including  
Emerging  
Markets,*

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Durables, New  
Brands and  
Luxury Brands  
The Choice  
Factory  
Marketing  
Communication  
The Ad  
Contrarian*

Learn how to  
think and act  
like an

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effective  
Consumer's Are  
From New York  
marketer and  
forward-focused  
disruptor in  
today's  
dynamic, fast-  
paced business  
environment  
with Ferrell/Ha  
rtline/Hochstei  
n's MARKETING  
STRATEGY, 8E.  
You learn to

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develop long-term, customer-oriented marketing strategy and successful marketing plans with this edition's systematic, reader-friendly approach. The latest examples



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organizations  
as familiar as  
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Nintendo and  
Microsoft work  
with updated  
vignettes and  
the latest  
research and  
data. New cases  
from Tesla,  
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even the recent  
COVID-19

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pandemic  
clearly  
illustrate the  
need for  
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think  
proactively and  
anticipate  
change. You  
examine today's  
trends, from

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digital  
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marketing tools  
and integrated  
marketing  
communication  
to new  
marketing  
models. This  
edition also  
discusses  
product  
labeling,

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social media  
segmentation,  
crisis  
preparedness  
and innovation  
in global  
marketing as  
you learn to  
analyze, plan  
and implement  
effective  
marketing  
strategies.

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modules, this  
new edition has  
a unique  
combination of  
text, case  
studies. The  
emphasis is on

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and the text  
encourages the  
student to  
engage with the  
debate itself  
and not just  
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is a companion  
website with  
extra features  
to accompany

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manifesto for a  
new financial  
services

marketing model  
Anthony Thomson



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knows a thing  
or two about  
new and  
disruptive  
financial  
services,  
having co-  
founded and  
chaired first  
the ground-  
breaking Metro  
Bank and then  
the purely

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digital, app-  
Consumers Are  
based Atom  
From New Je  
Bank. And as a  
financial  
services  
marketing  
specialist for  
over 30 years,  
Lucian Camp has  
helped develop  
more new and  
innovative  
financial

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services  
propositions  
than anyone.

Now they've put  
their heads  
together to  
write No Small  
Change, a  
passionate,  
opinionated and  
practical  
manifesto  
arguing that

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From New Je  
financial

services world  
urgently needs  
to rethink the  
whole of its  
approach to  
marketing. Most  
of all, they  
propose that an  
increasingly  
digital,

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fintech-driven industry needs not just more marketing, but also better marketing to make sure it's successfully identifying consumers' real needs, and finding powerful and

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successful ways  
to engage with  
Consumers Are  
From New York  
them. After  
detailing the  
forces of  
change that  
demand a new  
approach, the  
book then  
examines in 13  
chapters what  
the key  
components of

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that new  
approach should  
look like. It  
takes a broad  
and multi-  
faceted  
perspective,  
exploring areas  
as diverse as  
the crisis of  
consumer trust,  
the ever-  
growing power

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of Big Data,  
Consumers Are  
From New Jo  
the importance  
of leadership  
and corporate  
culture and the  
rapid advance  
in thinking  
based on  
Behavioural  
Economics. In  
developing  
these themes,  
the authors



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don't pull  
their punches.

From New Je  
The book is  
fiercely  
critical of  
some of the  
industry's long-  
established  
marketing  
habits,  
providing  
compelling  
reasons why

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it's time to  
abandon the  
practices that  
have given it a  
bad name.

Marketers will  
applaud, but  
the book is  
also intended  
for a broader  
audience.

Thomson and  
Camp challenge

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senior  
management in  
financial firms  
to appreciate  
the real value  
that marketers  
can bring to  
shaping the  
business agenda  
at the highest  
level, and not  
just to label  
marketing with

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that tired old  
phrase “the  
colouring-in  
department.”

Rich in  
anecdotes,  
comments from  
leading  
industry  
figures,  
personal  
experiences on  
the part of

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both authors  
and findings  
from original  
research, No  
Small Change is  
an entertaining  
and rewarding  
read – and, at  
this point in  
the development  
of financial  
services, a  
timely and

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important one.  
Four distinct  
cultural shifts  
have changed  
the way over  
160MM consumers  
now expect to  
interact with  
brands. These  
shifts have  
created a new  
model for  
engaging

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consumers. This  
model shows  
Consumers Are  
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readers how to  
build brand  
currency and  
turn static  
marketing  
efforts into  
dynamic and  
engaging  
consumer  
interaction.  
Using Market

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Segmentation to  
Consumers Are  
Understand  
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Consumer Needs  
Why Things  
Catch On  
Cheats at Work  
How to Raise  
the Bar on Your  
Customer  
Service  
Experiences  
Actionable  
Marketing



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Consumers Are  
Retail Audit  
From New Je  
Analysis

Marketing  
Briefs: A  
Revision and  
Study Guide  
Connecting  
Marketing,  
Sales and  
Customer  
Experience  
**Everything**

*Page 177/217*

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From New Je  
changes. We are  
currently  
immersing in  
the Digital Era  
and going  
through in-  
depth change.  
The companies,  
economy,  
society, and  
even us as  
individuals are  
changing (or

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should be).  
Managing in the  
Digital Era is  
a new challenge  
for  
entrepreneurs,  
managers,  
marketeers,  
economists,  
politicians...  
The impact of  
change is such  
that no one is

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left out.

Consumers Are  
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Communication  
is in the core  
of these  
changes,  
requiring an in-  
depth review of  
the Media  
industry  
business models  
and also those  
of other  
industries.

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Technology, on  
the other hand,  
is the major  
engine of this  
new Era, and  
more than ever  
the leading  
role will be  
played by  
leaders and  
their teams.  
Today, any  
citizen speaks

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to the world,  
Consumers Are  
From New Je  
asks questions  
and makes

demands. This  
book pictures  
the changes  
and the paths  
that are being  
designed by  
world giants,  
and clarifies  
the new  
challenges

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marketing  
professionals,  
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as an  
unteachable art  
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intuition and  
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**at its core,  
marketing aims  
to seed ideas**

**into people's  
minds, make  
them feel a  
certain way,  
and,  
ultimately, get  
them to act. In**

**Brand  
Seduction,  
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the latest  
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**you how to  
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Everyone seems  
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of what brands  
are, how they  
work, and how  
they are built.  
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digs deeper  
into the nature  
of brands, how  
they exist and  
behave in the  
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marketers and

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**business**

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**leaders can use  
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**understanding  
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