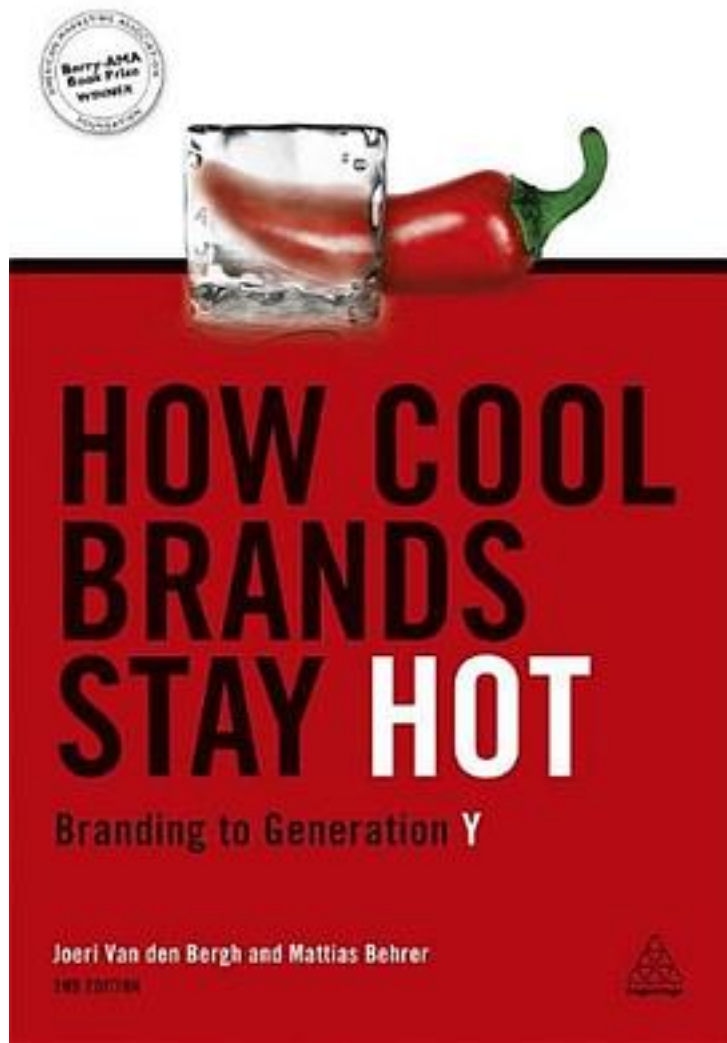


How Cool Brands Stay Hot



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Generation Y (16-32 year olds) are the most marketing savvy and advertising critical generation ever. Three times the size of the previous Generation X, they have a much bigger impact on society and business. But what drives them and how do you develop the right brand strategies to reach this critical generation? This revised and updated 2nd edition of "How Cool Brands Stay Hot" reveals what drives Generation Y and how you can reach them. Based on five years of intensive new research, it provides insights into the consumer psychology and behaviour of "the Millennials". It will help you to connect with this new generation of consumers by understanding their likes and dislikes, and how you can make your advertising, marketing and branding relevant to them. Full of new case studies and interviews with global marketing executives of successful brands such as Converse, Heineken, Diesel, Coca-Cola, MasterCard, eBay, BBC and many more, "How Cool Brands Stay Hot" provides you with creative ideas on how to position, develop and promote your brands to the new consumer generation. Winner of the 2012 Berry-AMA Book Prize for the best book in marketing. Winner of Expert Marketeer's Marketing Book of the Year 2011.

作者介绍:

Joeri Van den Bergh is the co-founder of InSites Consulting, a global 'new generation' research agency with offices in Belgium, the UK, France, Switzerland and the Netherlands. His clients include global customers such as Lego, Nokia, Sony, MTV Networks, Danone, Unilever, and Coca Cola. Mattias Behrer is the SVP, General Manager of MTV North Europe & MTV International Property Marketing. Prior to this he spent seven years with retail giant H&M. Mattias has also worked as Global Brand Manager for DeLaval (TetraLaval Group) and is the co-author of a Swedish book about event marketing and the experience economy.

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标签

branding

评论

书评

我们老了，必须承认。时代永远是这样：长江后浪追前浪，前浪死在沙滩上。人类历史上的变迁，过去如此，现在如此，未来也会如此。只是，在人类历史上，漫长的封建社会，这种前浪后浪的变迁不是很明显，工业社会，开始加速，到了移动互联网时代，速度更快。长在网上永远在线...

这本书探讨了年轻人（Y世代80-96和Z世代96后）的5大消费特性，以及如何使得你的产品与服务彰显这些特性来赢得年轻人的认可。
了解当年轻年轻人消费观很重要。1.互联网和科技的交流2.相信同龄人意见3依靠社交媒体4喜欢有脸谱网和手机网页的品牌4看重速度简便的交易5认同公益慈善6...
