

品牌绑架



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在线阅读本书

A book about ‘marketing without marketing’ doesn’t need any hype. Instead, here’s an excerpt from chapter one:

Welcome to marketing without marketing: the emergence of the hijacked brand. Don’t let the all-too-clever subtitle fool you. Far from representing the absence of marketing, this approach is the most complex sort of marketing possible, as well as the least understood.

Brand Hijack offers a practical how-to guide to marketing that finally engages the marketplace. It presents an alternative to conventional marketing wisdom, one that addresses industry crises such as media saturation, consumer evolution, and the erosion of image marketing...

But be forewarned: Following the book’s advice will require some untraditional—even counterintuitive—steps on the part of modern marketers.

This type of marketing is not for everyone. You must be willing to let the market take over. You must be confident enough to stop clamoring for control and learn to be spontaneous. You must be bold enough to accept a certain degree of uncertainty in the handling of your brands.

Brand hijacking relies on a radical concept—letting go. What a frightening, yet oddly liberating, thought.

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