

# Living Brands



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A marketing master reveals how to create brands that tap into customers' lifestyles In an era of 24/7 marketing, companies are creating 'living brands' which speak directly to how consumers live, as well as what they buy. This revolutionary guide shows you how to tap into the hottest trends by taking cues from the customers. Raymond Nadeau, the mastermind behind Celine Dion's and Jennifer Lopez's fragrances shows how to search for alternative ways of connecting to consumers on deeper levels, breaking free of the focus group. By doing so, you can overcome the challenges where markets are fragmented along cultural, geographical, sociological, and aspirational lines. Key features Thought leaders at five of the world's top branding agencies reveal time-tested secrets of successful branding Filled with interviews, case studies, and detailed action plans from top marketing, branding, and ad agency executives Based on the author's groundbreaking 'Living Brands, Living Media' strategy, profiled in Brandweek and on CNN Raymond Nadeau is a frequent speaker at industry events worldwide, including Ad Age's conferences

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