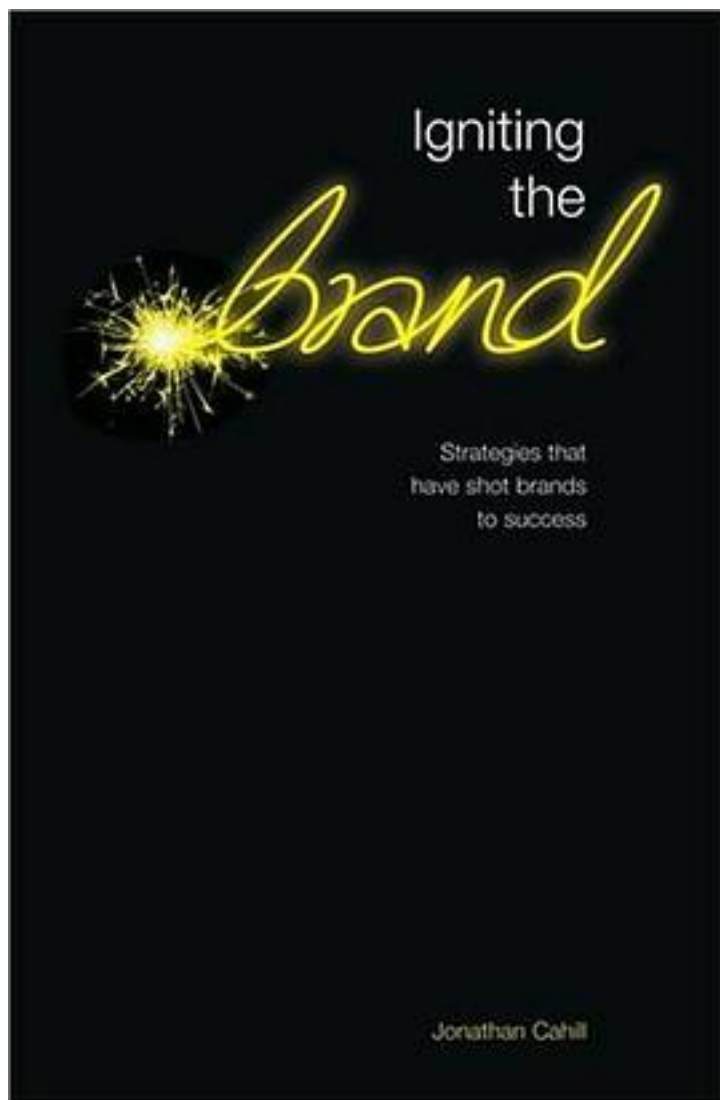


Igniting the Brand



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Based on the Advertising Effectiveness Awards, which is the broadest and most respected awards organization in the advertising world, this book provides the key lessons and inspirations derived from the top marketing campaigns and strategies of the past 25 years. The Advertising Effectiveness Awards requires its winners to demonstrate a clear causal link between the marketing strategy, together with its articulation in advertising, and ultimately success of the product/service in the marketplace. Therefore, there is no other source of such rigor.

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