

# Brand Rejuvenation



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著者:Lehu, Jean-Marc

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According to the American Marketing Association, 80% of all new brands fail. In such a competitive environment, it is much cheaper for brand managers to rejuvenate a brand than to invent a new one. Brand Rejuvenation highlights the aging problem that every brand can potentially face and investigates how companies can take steps to counter the aging process. For brands today, the battle for survival is never-ending -- there are millions of brands around the world and not enough space on the shelves or in the consumer's mind to hold them all. With dozens of case studies and examples of brands across different industries, Brand Rejuvenation provides brand managers with lots of ideas and practical advice on how to implement brand rejuvenation and aging prevention strategies.

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