

Think Two Products Ahead



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(Jeanette Kreiger)

THINK TWO PRODUCTS AHEAD



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Times Group Books, New Delhi, India, 2009. Softcover. Book Condition: New. First Edition. Think Two Products Ahead is a common-sense approach to marketing that empowers readers to define and develop their own brands with the technology of the major players but without the big cost. It breaks down the three identical branding schemes (synthesize, extract, and amplify) of J. Walter Thompson, Grey Worldwide, and Ogilvy & Mather. Each company has a different name for their branding scheme, with different labels and pictures, but they all use the same three simple, clear-cut steps. Printed Pages: 256.



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