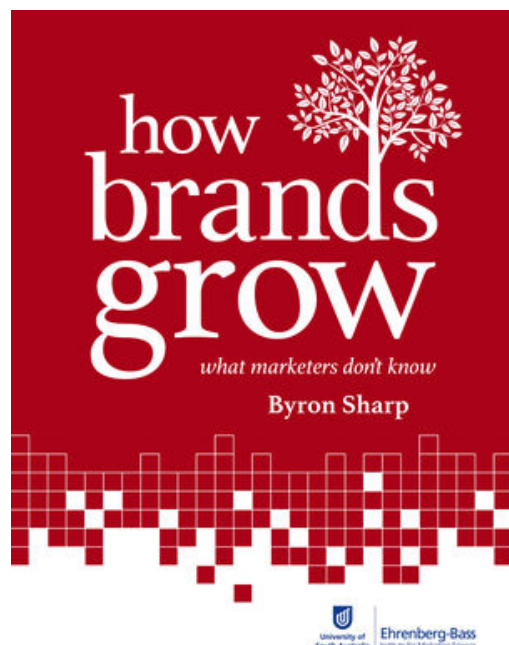


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This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do, how consumers behave and how loyalty programs really affect loyalty. How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands. Hundreds of small improvements have been made to the new eBook version as well as new material in category growth, profitability and industrial buying. Basically, it is a bible for every marketer's success.

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