

Branded Male: Marketing to Men (Hardback)



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Reviews

This publication is indeed gripping and intriguing. It is actually written in basic terms and not difficult to understand. I am just pleased to explain how here is the greatest publication we have read through during my own lifestyle and could be the best pdf for at any time.
(Ervin Crona)

BRANDED MALE: MARKETING TO MEN (HARDBACK)



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Kogan Page Ltd, United Kingdom, 2008. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The male market is exploding. Thanks to emerging social and cultural trends, men are becoming consumers to reckon with. In 1990 only 4 of men claimed to regularly use a skin care product. By 2015 the figure will have risen to 50 . Branded Male discusses the evolution of the male consumer and the desire of marketers to tap into the still underdeveloped male market. Crammed with facts and anecdotes, Branded Male analyses how to effectively brand products and services for the male market. Using a typical modern male s weekday as a template and examining all the influences affecting him, the book considers his exposure to brands and the ways marketers can exploit these channels, taking you through popular strategies for marketing to men. In his trademark style, Mark Tungate - the author of Fashion Brands: Branding Style from Armani to Zara - paints a portrait of the male consumer. From razor blades to beer , from aftershave to hotels, he finds out which marketing messages have the most impact on male wallets. Men s bank balances may never be the same again.



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