



Conquering Consumerspace: Marketing Strategies for a Branded World

By Michael R. Solomon



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Consumers no longer simply "buy stuff" - they forge their entire identities around a carefully selected set of brands. Consequently, they must become active participants in the development and marketing of products. "Conquering Consumerspace" details the factors that contribute to this continuing revolution, and reveals how companies can leverage their customers as an integral part of their branding and marketing strategies. It contains cutting-edge content, written in a lively, conversational style.

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Bibliography

- Rank: #2435507 in eBooks
- Published on: 2003-04-14
- Released on: 2003-03-31
- Format: Kindle eBook



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