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FASCINATE: HOW TO MAKE YOUR BRAND IMPOSSIBLE TO RESIST (HARDBACK)



HarperCollins Publishers Inc, United States, 2016. Hardback. Book Condition: New. Revised and Updated ed. 229 x 152 mm. Language: English . Brand New Book. Why is Jagermeister the most popular brand nobody likes? Why do women pay more to be fascinating than they spend on food and clothes? What raises the price of gummy worms by 1000 ? And then there s the most important question of all: How can your brand become impossible to resist? Master marketer Sally Hogshead...

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- Authored by Sally Hogshead
- Released at 2016



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