



Youth Marketing 101: How to Win the Youth Market Without Advertising

By Graham Brown

Createspace, United States, 2012. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Think youth marketing and you'll probably think of making brands cool; rollerblade girls on campus, bank managers in jeans or the monkey-on-a-trike Youtube video. The reality is it's none of the above. Graham Brown and his team condense 10 years studying and working with organizations like Apple, Facebook, Red Bull, MTV, Disney, Monster Energy, Nokia and UNICEF into this concise guide to help you avoid repeating the mistakes and learn from their success. Youth marketing is about company culture - it's not what you do, it's who you are. Graham Brown is a marketing whistleblower despised by advertising agencies the world over for sharing the simple truth that you can't buy or hurry love. You have to earn it yourself. So if you're happy to continue paying for sex that leaves your brand empty on the inside, crying itself to sleep at night, don't bother reading this book. However, if you want to build a brand with soul and earn lifetime loyalty from your consumers then buy all his books before advertising...



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