



How Cool Brands Stay Hot: Branding to Generations Y and Z

Joeri Van Den Bergh, Mattias Behrer

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How Cool Brands Stay Hot analyses Generations Y and Z, the most marketing savvy and advertising-critical generations yet. It reveals how millennials think, feel and behave, offering applicable, proven strategies to market to these age groups more effectively and remain a relevant, appealing brand. Featuring interviews with global marketing executives of successful brands such as the BBC, Converse, Coca-Cola, eBay and MasterCard along with case studies from companies including H&M, Converse, MTV and Forever21, it guides you in developing the right strategies to reach this critical age group and leave a lasting impact on your business.

Previous editions of How Cool Brands Stay Hot have won the prestigious 2012 Berry-AMA Book Prize for the best book in marketing and the 2011 Expert Marketing Magazine's Marketing Book of the Year award. This fully revised 3rd edition of How Cool Brands Stay Hot goes beyond the discussion of Generation Y, expanding its reach with an entirely new chapter on Generation Z and a detailed analysis of the impact that issues such as recession, social media and mobile marketing have had on these consumers. Based on new figures, case studies and interviews, it provides a fresh take on what remain critical issues for anyone hoping to market to those who come after Generation X.

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