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THINK TWO PRODUCTS AHEAD



Times Group Books, New Delhi, India, 2009. Softcover. Book Condition: New. First Edition. Think Two Products Ahead is a common-sense approach to marketing that empowers readers to define and develop their own brands with the technology of the major players but without the big cost. It breaks down the three identical branding schemes (synthesize, extract, and amplify) of J. Walter Thompson, Grey Worldwide, and Ogilvy & Mather. Each company has a different name for their branding scheme, with different labels...

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- Authored by Ben Mack
- Released at 2009



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