



## Branding Only Works on Cattle: The New Way to Get Known and Drive Your Competitors Crazy

By Baskin, Jonathan Salem

John Wiley & Sons Ltd (Import). Book Condition: New. Most people don't know it yet, but branding is dead. Of course, we need to know about the things we want to buy, but the billions of pounds spent on logos, sponsorships, and jingles have little - if anything - to do with consumer behaviour. For example: - Dinosaur-headed execs in Microsoft ads didn't help sell software. Num Pages: 272 pages, black & white illustrations. BIC Classification: KJS. Category: (P) Professional & Vocational. Dimension: 236 x 162 x 27. Weight in Grams: 540. . 2009. 1st Edition. Hardcover. . . .



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