

HOW COOL BRANDS STAY HOT Branding To Generation Y Krutye Vsegda Ostayutsya Krutymi Brending Dlya Pokoleniya Y In Russian By Joeri Van Den Bergh

By Joeri van den Bergh

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How Cool Brands Stay Hot Joeri Van den Bergh, et.al., Kogan Page, 2011-03-28 Generation Y (13-29 year old) are the most marketing savvy and advertising critical

<http://www.getabstract.com/KRecShow.do?kReclId=347>

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<http://www.abe.pl/en/book/9780749468040/how-cool-brands-stay-hot>

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Feb 24, 2011 How Cool Brands Stay Hot, Gen Y & branding expert and consultant at How Cool Brands Stay Hot, InSites Consulting

<http://www.slideshare.net/HowCoolBrandsStayHot/how-cool-brands-stay-hot>

How Cool Brands Stay Hot: Journal of Product & -

Journal of Product & Brand Management How Cool Brands Stay Hot Joeri Van de Bergh and Mattias Beher Publisher Name: Kogan Page Place of Publication: London

<http://www.emeraldinsight.com/doi/full/10.1108/10610421211276303>

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<http://www.howcoolbrandsstayhot.eu/eventpage/>

How Cool Brands Stay Hot: Branding to Generation -

How Cool Brands Stay Hot contains guidance and checklists for marketing plans and campaigns, as well as case studies of Nokia, Nivea, PlayStation, Coca Cola,

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