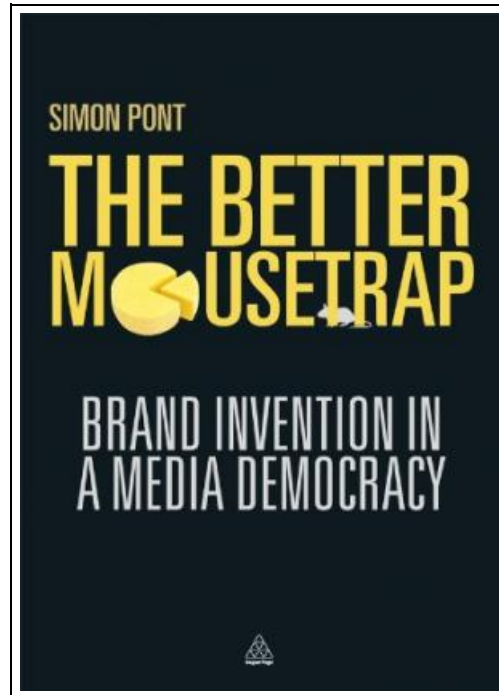


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Reviews

Very useful to all category of individuals. It is one of the most amazing publication i have got read through. You will not feel monotony at anytime of your respective time (that's what catalogs are for about when you question me).

(Mr. Johnathon Dach)

THE BETTER MOUSETRAP: BRAND INVENTION IN A MEDIA DEMOCRACY



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Kogan Page/Viva Books Private Limited, 2012. Softcover. Condition: New. Description: Advertising can be great. Great advertising, that is. Brands can live or die on the power of their advertising and the advertiser's role is to build better mousetraps. But why do we love certain brands - the ones that feel like ours - and passionately or indifferently reject the rest? What do our brands say about us? And why do we feel so compelled to use digital brands to say even more? Advertising has always been the hard sell and subtle hustle that piques our interest and gets us thinking, I WANT that - but in a world that now moves with binary speed, the Brand Game is taking ever-new and remarkable turns in its pursuit of better and faster mice. The Better Mousetrap gives readers an accessible, provocative and insightful glimpse into the brand and advertising strategies of some of the world's leading companies. From Google to the BBC, Apple to Nike, McDonald's to Cadbury, Simon Pont provides expert critique on how and why certain brands succeed in a world being redefined by digital media. The Better Mousetrap is an inspirational handbook addressing original thinking and fascinating new perspectives on brands, advertising and media in the 21st century. Contents: PART I: IN SEARCH OF BRAND CHARISMA Introduction ? Brands: thorny, gnarly, ever-so-twisty ? The brand organic ? Brands must behave, must woo ? ?Same difference?: the counterpoint brand ? Reframing: originality and busting it up ? Brand duality: consider your brand? s Batman ? ?Lose the nipples?: what's in a logo? ? ?Back in the day?: nostalgia brands and the retro sell ? ?Yours digitally?: brand charisma's second coming ? Sub-brand splendour ? Drop the ?The?: what's in a name? ? Gross assumptions, crumbly conventions and the Churchillian view ?...



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