



How Cool Brands Stay Hot: Branding to Generation Y

By Joeri Van den Bergh, Mattias Behrer

Kogan Page Limited/Viva Books, 2011. Hardcover. Book Condition: New. First edition. Generation Y (13-29 years old) are the most marketing savvy and advertising critical generation ever. Three times the size of the previous Generation X, they have a much bigger impact on society and business. But what drives them and how do you develop the right brand strategies to reach this critical generation? How Cool Brands Stay Hot reveals what drives Generation Y and how you can reach them. Based on five years of intensive new research, it provides insights into the consumer psychology and behaviour of "the Millennials". It will help you to connect with this new generation of coconsumers by understanding their likes and dislikes, and how you can make your advertising, marketing and branding relevant to them. Full of case studies and interviews with global marketing executives of successful brands such as Jack & Jones, Nokia, H & M, Nike, Levis and Coca-Cola, How Cool Brands Stay Hot provides you with creative ideas on how to position, develop and promote your brands to the new consumer generation. Contents: Introduction ? Part 1: Defining Generation Y ? X,Y,Z: three youth generations ? The ten commandments and seven deadly...



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