



How Brands Grow: What Marketers Don't Know

By Byron Sharp

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This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty, *How Brands Grow* presents decades of research in a style that is written for marketing professionals to grow their brands. It is the first book to present these laws in context and to explore their meaning and application.

The most distinctive element to this book is that the laws presented are tried and tested; they have been found to hold over varied conditions, time and countries. This is contrary to most marketing texts and indeed, much information provides evidence that much modern marketing theory is far from soundly based.

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Editorial Review

Review

"*How Brands Grow* is a wonderful stimulant, a fascinating corrective to our tendency to follow fashion and let received wisdom go unchallenged."--*Marketing Week*

"Highly practical...includes many groundbreaking ideas."--*CHOICE*

"Marketers need to move beyond the psycho-babble and read this book... or be left hopelessly behind."--
Joseph Tripodi, The Coca-Cola Company, Atlanta USA

"Until every marketer applies these learnings, there will be a competitive advantage for those who do."--
Mitch Barnes, The Nielsen Company

"A scientific journey that reveals and explains with great rigour the Laws of Growth."--Bruce McColl, Mars Incorporated

"This book puts marketing's myth-makers, of which there are many, in their proper place."--Thomas Bayne, MountainView Learning, London.

"A truly thought-provoking book."--Timothy Keiningham, IPSOS Loyalty

"The evidence in this book should make any marketer think hard about how they manage their brands."--
Kevin Brennan, General Manager Snacks and Marketing Director, Kellogg UK

"This book should be required reading on any marketing course."--Colin McDonald, the 'father' of Single-Source analysis and author of *Tracking Advertising & Monitoring Brands*

"There is competitive advantage here for those who understand and follow this book's lessons."--Jack Wakshlag, Chief Research Officer, Turner Broadcasting Systems, Inc.

About the Author

Professor Byron Sharp is the Director of the Ehrenberg-Bass Institute for Marketing Science at the University of South Australia. The Institute's fundamental research is used and financially supported by many of the world's leading corporations including Coca-Cola, Kraft, Kellogg's, British Airways, Procter & Gamble, Nielsen, TNS, Turner Broadcasting, Network Ten, Simplot, Mars and many others. Dr Sharp has published over 100 academic papers and is on the editorial board of five journals. He recently co-hosted a conference at the Wharton Business School on laws of advertising and, with Professor Jerry Wind, is editing a special issue of the Journal of Advertising Research on the topic.

Users Review

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Claire Underwood:

The guide untitled How Brands Grow: What Marketers Don't Know is the publication that recommended to you to see. You can see the quality of the publication content that will be shown to you actually. The language that author use to explained their ideas are easily to understand. The writer was did a lot of research when write the book, so the information that they share to you is absolutely accurate. You also could possibly get the e-book of How Brands Grow: What Marketers Don't Know from the publisher to make you a lot more enjoy free time.

Anthony Russell:

Reading can called head hangout, why? Because when you are reading a book specifically book entitled How Brands Grow: What Marketers Don't Know the mind will drift away trough every dimension, wandering in every single aspect that maybe unidentified for but surely will end up your mind friends. Imaging each and every word written in a e-book then become one application form conclusion and explanation in which maybe you never get before. The How Brands Grow: What Marketers Don't Know giving you one more experience more than blown away your brain but also giving you useful information for your better life in this particular era. So now let us teach you the relaxing pattern here is your body and mind are going to be pleased when you are finished reading it, like winning a casino game. Do you want to try this extraordinary paying spare time activity?

Ann Wheeler:

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