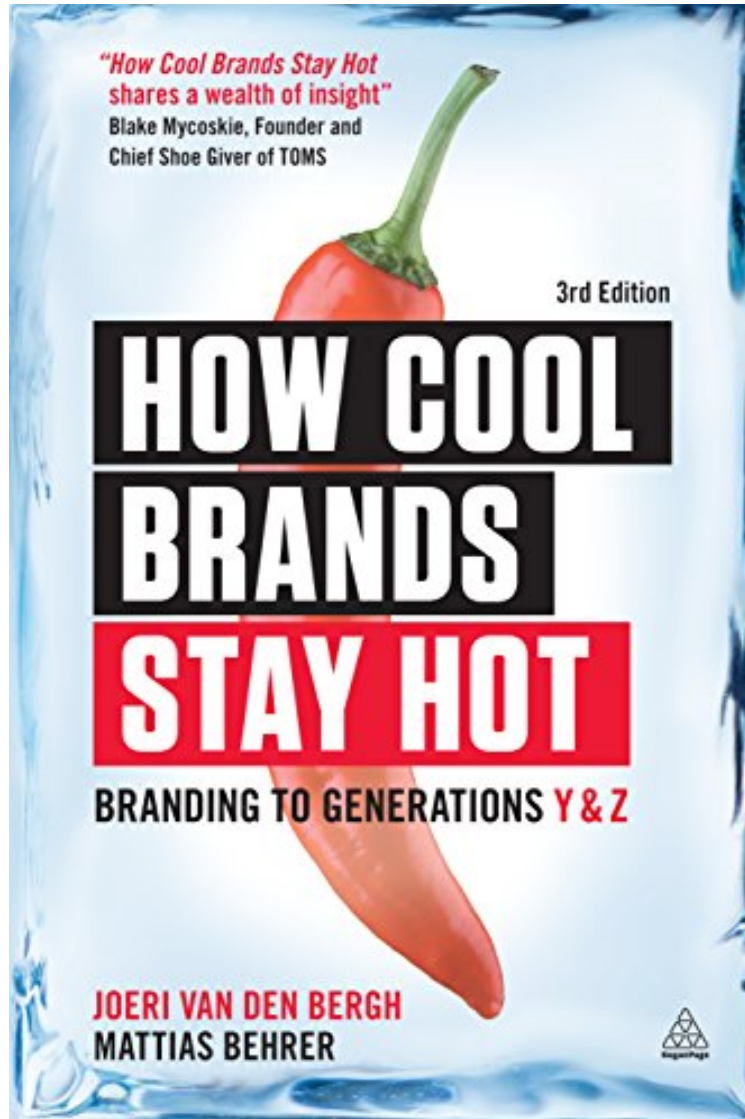


(Free read ebook) How Cool Brands Stay Hot: Branding to Generations Y and Z

## How Cool Brands Stay Hot: Branding to Generations Y and Z

*Joeri Van Den Bergh, Mattias Behrer*  
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**Joeri Van Den Bergh, Mattias Behrer : How Cool Brands Stay Hot: Branding to Generations Y and Z** before purchasing it in order to gauge whether or not it would be worth my time, and all praised How Cool Brands Stay Hot: Branding to Generations Y and Z:

0 of 0 people found the following review helpful. EXCELLENTBy DarrenIngram\_dot\_comThis is a revised version of a previously well-received book that looks at how to market to Generation Y:ers, which now adds Generation Z to the mix. Yes, you are getting old, therersquo;s a Generation Z and they can exhibit totally different traits and have different demands and expectations. Strap yourself in and read this book that will suggest ways to successfully market to these groups.The authors mix together with aplomb current thinking about what makes Generation Y and Z:ers

think, feel and behave and considers how changes to society, technology and business have impacted matters. Add in a few case studies and interviews and you have a very compelling, engaging and - dare one say it - essential read. It manages to be informative, reactive and very more-ish, putting it head and shoulders above many marketing books that promise the earth but seem to be a bit shy when it comes to the deliverables. Even if you have a previous version, this is a worthy and critical update in its own right. If you don't have a previous version, you can also discover just what you've been missing out on. It is written in a clear, accessible and focussed style that draws you in, whilst encouraging you to learn even more through suggested links and references. It offers a comprehensive and considerate look at the sector and can both fill-up and build-on existing knowledge. For those who are starting out, it can be a venerable boot camp and great jumpstart into marketing to the younger demographics (and a lot may even be adaptable to us older folks too!). There is not a lot more to add. The TL:DR take-out: Buy this, read this and immerse yourself into it and prepare to use the knowledge to hopefully great effect.

How Cool Brands Stay Hot analyses Generations Y and Z, the most marketing savvy and advertising-critical generations yet. It reveals how millennials think, feel and behave, offering applicable, proven strategies to market to these age groups more effectively and remain a relevant, appealing brand. Featuring interviews with global marketing executives of successful brands such as the BBC, Converse, Coca-Cola, eBay and MasterCard along with case studies from companies including HM, Converse, MTV and Forever21, it guides you in developing the right strategies to reach this critical age group and leave a lasting impact on your business. Previous editions of How Cool Brands Stay Hot have won the prestigious 2012 Berry-AMA Book Prize for the best book in marketing and the 2011 Expert Marketing Magazine's Marketing Book of the Year award. This fully revised 3rd edition of How Cool Brands Stay Hot goes beyond the discussion of Generation Y, expanding its reach with an entirely new chapter on Generation Z and a detailed analysis of the impact that issues such as recession, social media and mobile marketing have had on these consumers. Based on new figures, case studies and interviews, it provides a fresh take on what remain critical issues for anyone hoping to market to those who come after Generation X.

"How Cool Brands Stay Hot holds the best and most comprehensive perspective on Generation Y marketing and I regularly recommend it in lectures on recruiting Generation Y." (Christophe Fellingner, Talent Relationship Recruiting Manager Beiersdorf) "I am generally not a big fan of marketing books and particularly not when they touch so-called youth marketing. But this one was refreshing and informative, more observing and sharing a frame of thinking on the evolution of generations instead of an absolute theory on 'how to get after those young consumers'." (Gert Kerkstoel, Partner GIMV, Investor and former Global Business Director Nike SB) "This and previous editions have been instrumental in bringing this generation to life for us. By introducing key elements of tangibility and insight, they're helping shape our shared journey, both as a world-class technology brand as well as a best-in-class employer brand for Gen Yers and beyond." (Anna Zanghi, Vice President Global Product MasterCard) "No challenge is more pressing for today's brands than successfully connecting with Generation Y. This book offers precious insights on doing just that." (Ricardo Marques, VP Marketing High End Imports AB InBev) "Well-written and well-documented, this is a must-read book for anyone connecting with Generations Y and Z. Once you start reading, you will not be able to put it down."