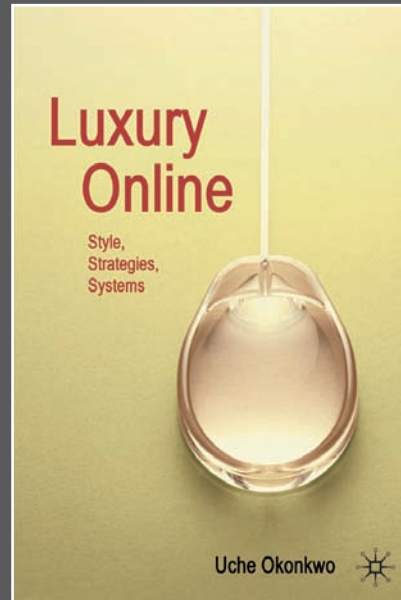
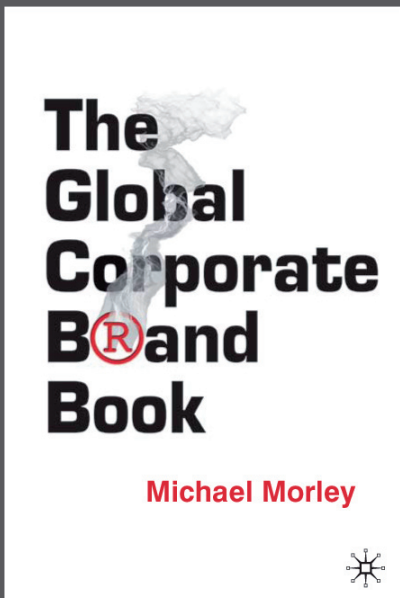


- * The only brand strategy book on successfully targeting virtual communities
- * There is still a lot of media interest in virtual communities like Second Life
- * The author is a well known brand consultant to multinational companies, and author of successful book and regular articles



- * Pioneering online business analysis for the luxury goods industry
- * Author of bestselling *Luxury Fashion Branding*: 5,000+ copies sold to date
- * Traces the evolution of online marketing and offers tactics for the future



- * Explores connections between corporate brands, reputation, perceptions and image, and shows how reputation can be enhanced and brand equity strengthened
- * Written by a leading international PR expert
- * Includes examples of brands with stamina, like Coca-Cola, and others, like PanAm, that lost their reputation



- * Offers a theoretical as well as a practical understanding of sensory marketing - using all five human senses in marketing campaigns
- * Sensory marketing is becoming increasingly important as firms strive to connect with customers in a more personal and intimate way
- * Awarded 'The Marketing Book of the Year 2008' from The Swedish Marketing Federation

Also publishing in 2009: *Luxury Now* by Uche Okonkwo, *The Playboy Brand* by Susan Gunelius and *Building Brand Authenticity* by Michael Beverland.

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