



Brandchild: Remarkable Insights into the Minds of Today's Global Kids and Their Relationships with Brands (Paperback)

By Martin Lindstrom, Patricia B. Seybold

Kogan Page Ltd, United Kingdom, 2004. Paperback. Book Condition: New. Revised ed.. 232 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****.Praise and Reviews This is a must read book. Lindstrom provides fascinating stories taking you into the mental and emotional life of this new generation. - Philip Kotler, S C Johnson Sons Distinguished Professor of International Marketing, Northwestern University, Kellogg School of Management BRANDchild will be a valuable addition to our industry's literature. - Lester Wunderman, Chairman Emeritus and founder of Wunderman Cato Johnson Lindstrom's fascinating tour-de-force may have you staying awake for 60 hours in order to mine the kids-focused marketing wisdom. - Stann Rapp, MRM Partners Worldwide and co-founder of Rapp Collins Tweens (8- to 14-year-olds) are an increasingly powerful and smart consumer group that spent \$300 billion across the globe last year and influenced another \$350 billion spend through their parents. Based on the world's most extensive study of tween attitudes and behaviours, and now available in paperback, BRANDchild is the first book to look in-depth at the phenomena behind global kids and their relationships with brands. Conducted by Millward Brown, the leading global market research agency, the BRANDchild...



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Reviews

A must buy book if you need to adding benefit. it absolutely was writtern very properly and valuable. I found out this book from my i and dad advised this ebook to find out.

-- **Amanda Larkin**

It is simple in read easier to understand. I am quite late in start reading this one, but better then never. Its been designed in an exceptionally easy way in fact it is just following i finished reading through this publication where basically transformed me, alter the way i really believe.

-- **Ms. Christy Ondricka DDS**