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Marketplace [Unabridged] [Audible Audio Edition] By
Noah Kerner;Gene Pressman**

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As a marketer for a top sports lifestyle brand, I was inspired and impressed with "Chasing Cool". Kerner and Pressman have written a book about marketing that

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In a "Cluttered Marketplace" like marketing books, "Chasing Cool" does not stand out. In an effort to isolate the intangible "cool," (which they admit is impossible

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Chasing cool with noah kerner - identity theory

"Simply chasing cool is do it because you breathe it," Russell Simmons tells marketing guru Noah Kerner in Chasing Cool: Standing Out in Today's

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Great brands are those that lead the market place, not those that chase after it.

Do your touchpoints need to be cool? - business 2

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Brand (self-)awareness lies at the heart of "Chasing Cool: Standing Out in Today's Cluttered Marketplace," a very enlightening conversation of insights into why

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