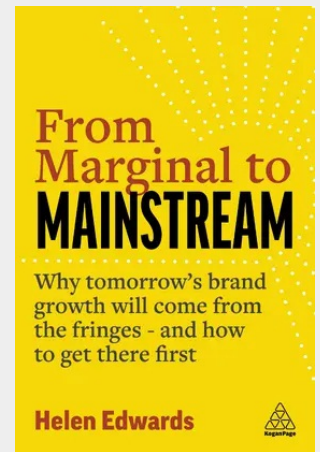


Edwards

From Marginal to Mainstream

Why Tomorrow's Brand Growth Will Come from the Fringes - And How to Get There First

Legacy brands are struggling. The hand-to-hand combat for advantage has become a zero-sum game - producing small share gains and losses but nothing to bring about sensational new growth. This book shows why businesses, marketers and entrepreneurs need to break free from their 'mainstream inhibition' and turn their attention to the margins - to confront, evaluate and embrace the 'strangeness' of behaviours, ideas and ways of life at the fringes. Why? Because marginal behaviours can break through and take off. They can go mainstream. They can unleash 'consumer-driven disruption', promoting new innovation, new routes to market, new winners and losers - and new growth. Using original research and analysis of the brands that have successfully backed marginal behaviours, ***From Marginal to Mainstream*** provides a framework for understanding and evaluating this non-obvious, untapped potential. Marginal behaviours may be unpromising, untested, weird, even sometimes repulsive - yet they can point the way to the future. Today's margins are tomorrow's pot of gold - if you know where and how to look.



91,80 €

85,79 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781398604339

Medium: Buch

ISBN: 978-1-3986-0433-9

Verlag: Kogan Page

Erscheinungstermin: 28.02.2023

Sprache(n): Englisch

Auflage: 1. Auflage 2023

Produktform: Gebunden

Gewicht: 761 g

Seiten: 264

Format (B x H): 161 x 240 mm

