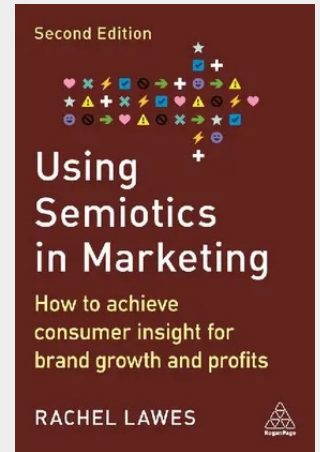


Lawes

Using Semiotics in Marketing

How to Achieve Consumer Insight for Brand Growth and Profits

Semiotics is a superpower for marketers. It's a proven, powerful method of uncovering consumer insight, tailoring brand strategies that work and generating profit for brands. Companies such as Unilever and P&G have attested to the success of Lawes semiotics in stimulating innovation and boosting sales. Now newly updated, this second edition is packed with even more revelations about brands, consumers and their emerging needs. Three new chapters reveal the unseen social forces that drive the Be Kind movement, public appetite for sincerity and the emotions of younger generations. ***Using Semiotics in Marketing*** is an acclaimed how-to guide that makes semiotics accessible. It ensures all agency-side and client-side marketers can pick up the skills to use and apply semiotics to brands and is the only book on semiotics ever published that sets out a complete blueprint for research projects. This is your one-stop guide to learn how to write briefs and proposals, design projects, conduct analysis, write reports and present research findings. Start using semiotics today. Position and launch new brands, rejuvenate established ones, design products and packaging and inspire timely and provocative ad campaigns. See the future. Innovate.



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