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# HOW COOL BRANDS STAY HOT: BRANDING TO GENERATION Y



Kogan Page Limited/Viva Books, 2011. Hardcover. Book Condition: New. First edition. Generation Y (13-29 years old) are the most marketing savvy and advertising critical generation ever. Three times the size of the previous Generation X, they have a much bigger impact on society and business. But what drives them and how do you develop the right brand strategies to reach this critical generation? How Cool Brands Stay Hot reveals what drives Generation Y and how you can reach them. Based...

## Read PDF How Cool Brands Stay Hot: Branding to Generation Y

- Authored by Joeri Van den Bergh, Mattias Behrer
- Released at 2011



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