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This was a good introductory book on understanding what marketers should do to grow a competitive brand. The author establishes marketing laws. Double jeopardy law: Brands with less market share have far fewer

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buyers, and these buyers are slightly less loyal (in their buying and attitudes). For implications see Chapter 2.

## **How Brands Grow: What Marketers Don't Know by Byron Sharp**

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the more traditional business  
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## **How Brands Grow: What Marketers Don't Know Audible**

...

Brands grow because they have  
more mental and physical



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availability. Sharp spends a lot of time reminding you that people are cognitive misers, and we should view buying behavior through that lens. “Traditional” marketing places a lot of weight on positioning, segmentation, and messaging — which Sharp thinks

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are overrated. Don't Know

## **How Brands Grow: A Short Summary - The Marketing Student**

This year marks the 10th  
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over 100,000 copies sold. On release, it sparked controversy and curiosity from marketers worldwide. How Brands Grow is based on decades of research that has progressively uncovered scientific laws about buying and brand performance. This book is

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the first to present these laws in context, and explore their meaning and marketing applications.

**How Brands Grow | Ehrenberg-Bass Institute for Marketing**

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Brands primarily grow by increasing its number of users – Ehrenberg studied the success of 157 brands and found the factor most closely linked to their growth or decline was increase (or decrease) in its user base. The IPA advertising effectiveness

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awards found in 82% of the 880  
papers entered reported growth  
from penetration (and just 2%  
from loyalty).

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Authored by Byron Sharp and his colleagues at the Ehrenberg-Bass Institute, University of South Australia, and building on the seminal marketing research by Ehrenberg and Goodhart, How Brands Grow is a manifesto for evidence-based marketing,

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building brands based on what  
works in scientific practice rather  
than what should work in  
marketing theory.

**How Brands Grow [Speed  
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Brands Grow demonstrates that successful growth brands (ones with the highest market share) are the ones with universal appeal and the biggest customer base. This suggests that it makes more sense to advertise to everyone in the market for a

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product you sell rather than  
limiting your communications to a  
small, segmented audience.

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to promote your fitness brand is  
to piggyback on the immense

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popularity of other brands. You take advantage of the massive traffic and followers they already enjoy. When you use piggyback marketing, your brand also reaches to their huge audience, resulting in visitors flooding your fitness website.

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price promotions and loyalty programs. It's a myth-busting classic, filled with scientific discovery so it feels different from the more traditional business textbooks.

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**Sharp, Daniel May:**

**0889290449917 ...**

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route to brand growth in  
commercial marketing [44, 70].



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Written by Professor Byron Sharp, the Director of the University of South Australia's Ehrenberg-Bass Institute, How Brands Grow: what

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marketers don't know pioneered the transformation of marketing from an art to a science. The book was the first of its kind to present scientific laws and what these laws mean for marketing strategy and business, as well as dismissing marketing's "cultural

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## **How Brands Grow: the book that changed marketing - The Lead SA**

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How brands grow is a fantastic read on an objective view of what drives growth. I have seen several examples of evidence based marketing and growth, out of

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following the guidance provided.

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