



Brands, Consumers, Symbols and Research: Sidney J Levy on Marketing (1-Off Series)

Sidney J. Levy, Dennis Rook

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Sidney J Levy is an internationally recognized writer whose ideas began to influence marketing executives in the late 1940s. They continue to impact today on: how we think about marketing's role in management; how managers develop product and brands; how they understand their consumers; and how corporate and academic researchers investigate marketplace concerns.

Brands, Consumers, Symbols and Research is a comprehensive collection of Sidney J Levy's essays and studies of marketing.



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