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provides  
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**grow, how  
advertising  
really works,  
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law: Brands with  
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share have far  
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answers to the  
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**asked by  
marketers every  
day. Tackling  
issues such as  
how brands  
grow, how  
advertising  
really works,  
what price  
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**Grow - the book  
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is a book largely  
about  
fundamental  
marketing  
principles: brand  
growth, how  
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works, price  
promotions and  
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programs. It's a  
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**How Brands  
Grow: What  
Marketers Don't  
Know - Byron  
Sharp ...**

*Page 22/44*

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What Marketers  
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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**

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**user base. The  
IPA advertising  
effectiveness  
awards found in  
82% of the 880  
papers entered  
reported growth  
from penetration  
(and just 2%  
from loyalty).**

**How Brands  
Grow: Byron  
Sharp, Daniel**

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What Marketers

**May:**

**0889290449917**

...

**Authored by  
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his colleagues at  
the Ehrenberg-  
Bass Institute,  
University of  
South Australia,  
and building on  
the seminal  
marketing  
research by**

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based on what  
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completely  
different book,  
and assumes  
that you have  
read the original.  
A lot of the data  
comes from  
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**markets. There is  
a lot more on  
measurement of  
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**Sharp. This book brings science to marketing with practical findings that have been replicated, explained and generalised into 'laws' we can rely on. Until every marketer applies these learnings, there will be a**



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advantage for  
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grow: what  
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vital marketing  
task? Loyalty  
metrics reflect  
the strength, not  
size, of our  
brand?**

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Grow [Speed  
Summary] -  
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Voted AdAge's M  
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issues such as  
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grow, how  
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