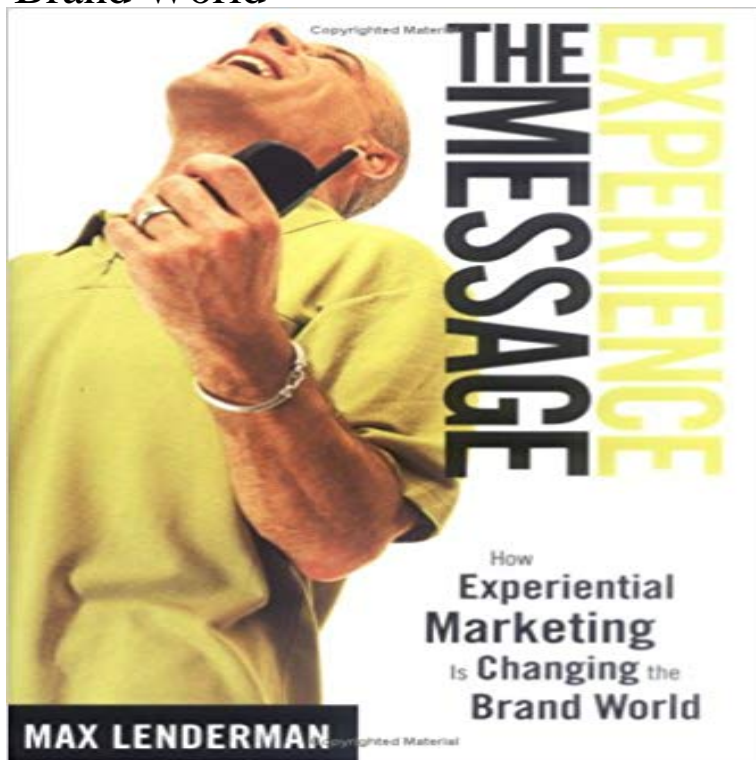


Experience the Message: How Experiential Marketing Is Changing the Brand World



Experience the Message is an exciting guide to today's revolution in marketing that challenges long-held beliefs about how products are introduced and sustained on the consumer's highly cluttered radar screen. This book reveals how today's companies can use credible voices and sensory experiences to bring the brand's essence and its benefits to life, how a company stimulates interaction between the brand and consumers in meaningful locations, creating a positive and memorable association in places and at times where the consumer is most receptive to learning or interacting with a product or brand.

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