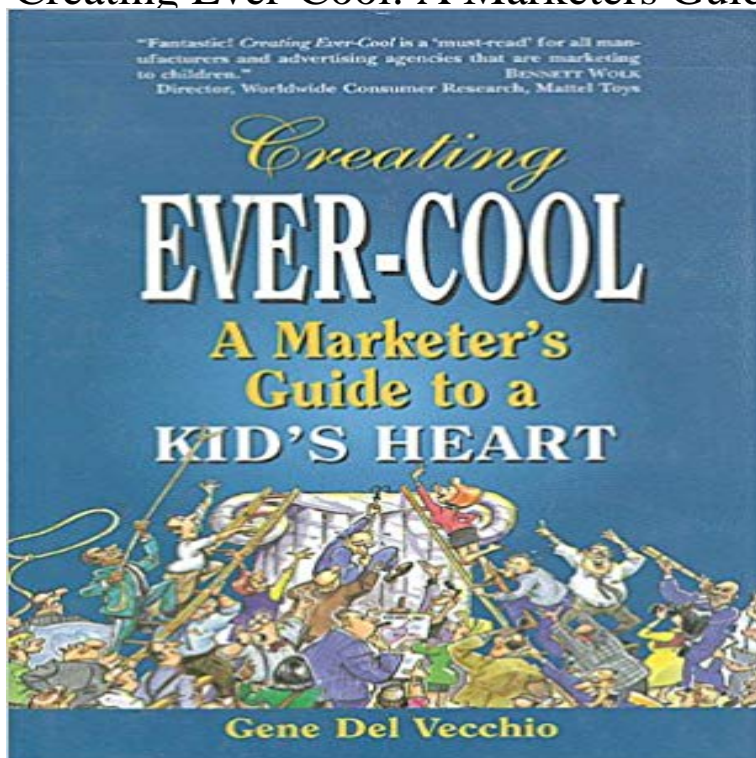


## Creating Ever-Cool: A Marketers Guide to a Kids Heart



By achieving what the author terms ever-cool status, brands are able to gain young customers for life.

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