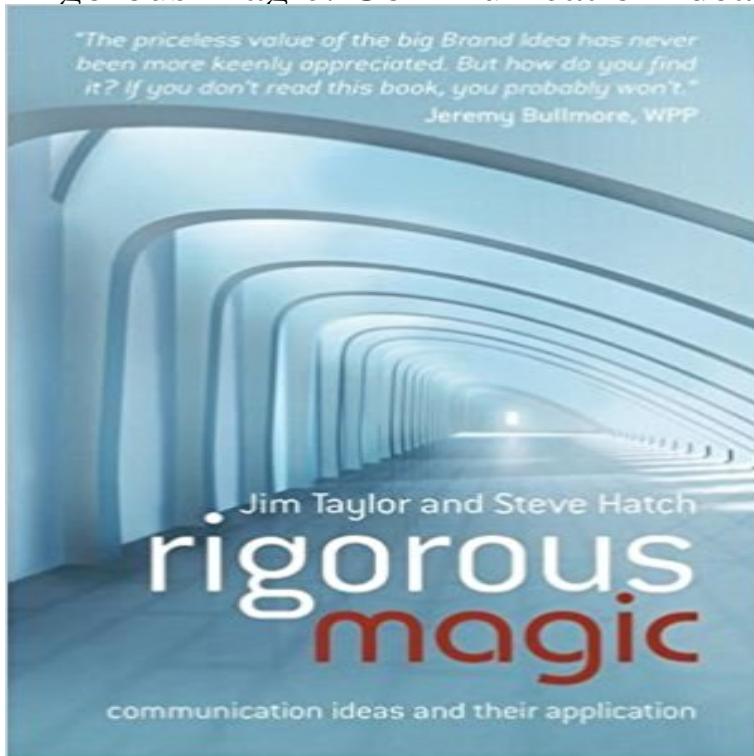


# Rigorous Magic: Communication Ideas and their Application



In the marketing world, communication ideas are revered for their magical ability to affect how consumers behave towards brands. Despite this, they are poorly understood. How many types are there? What are their characteristics? How should you use them? And what makes a good one? Most marketers simply cannot answer these questions. Rigorous Magic answers these questions, bringing science to the art of ideas. Jim Taylor and Steve Hatch dispel the myths around communication ideas and create a practical road map for marketers to select which types are best for their brand to compete. Only through a rigorous process of cataloguing and evaluation can ideas truly be understood - and the right ones selected to change consumer behaviour in today's global, multi-channel marketing world.

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