



After Image: Mind-Altering Marketing (Paperback)

By John Grant

Profile Books Ltd, United Kingdom, 2004. Paperback. Book Condition: New. 194 x 130 mm. Language: English Brand New Book ***** Print on Demand *****.A fascinating and imaginative voyage into the future of marketing, by a leading thinker and practitioner at the cutting edge of marketing. John Grant has been part of the new marketing revolution since the mid-90s. In this book, drawn from the latest findings in business theory, cognitive neuroscience and social research, Grant proposes a whole new system for marketing based upon interactive and non-traditional media. The book is richly illustrated with case studies of well-known brands and stuffed with fascinating insights, trends and cultural anecdotes. Far from being a boring marketing textbook, it is a challenge to conventional marketing practice and thinking that has to be taken seriously.



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