



Brand Activation: Implementing the Real Drivers of Sales and Profit

Graham Brown, Professor Alex McKay, Neale Skalberg

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Reinvent your approach to customer acquisition - understanding the real drivers of sales and profit. The concept of 'brand activation' has become an overused buzzword in the sales and marketing world. The term is bandied about as a catch-all to define anything from mass media advertising and outdoor events to digital applications and in-store point of sale. Drawing on research, industry insights and real-life examples, the authors of 'Brand Activation: Implementing the Real Drivers of Sales and Profit' contend that there is an urgent need to re-think the role of activation in the modern marketplace. What is its link to actual purchases and, more importantly, how can it be measured? In an environment in which the gap between brands and consumers is continually widening as a result of channel and product proliferation, how do marketers identify those factors that create the all important 'moment of sale'? In their previous book, 'Death of the Salesman', the authors argued that the sales function is ripe for reinvention. In this book they take a deeper look at the sales process and how consumers are navigating the purchase journey in the current environment.

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