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fantastic read on an objective view of what drives growth. I have seen several examples of evidence based marketing and growth, out of following the guidance provided. A must read for any marketer and market research

How brands grow is a fantastic read on an objective view of what drives growth.

**How Brands Grow:  
Byron Sharp, Daniel**

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**May:**

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### **(PDF) How Brands Grow - ResearchGate**

“How Brands Grow” is written by Professor Byron Sharp, director of the Ehrenberg-Bass Institute for Marketing Science, at the University of South Australia. It is published by Oxford University Press. Several chapters are co-authored by topic

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expert researchers from the Institute.

### **How Brands Grow - the book**

The answer probably depends on whom you ask (and their specific role in marketing) but How Brands Grow provides clear arguments that marketing is an evidence-based science. Much of older marketing books that focus on differentiation

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and building loyalty were not based on scientific study - it was purely marketing theory.

### **How Brands Grow by Byron Sharp: Summary & Notes**

Authored by Byron Sharp and his colleagues at the Ehrenberg-Bass Institute, University of South Australia, and building on the seminal marketing research by

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Ehrenberg and Goodhart, How Brands Grow is a manifesto for evidence-based marketing, building brands based on what works in scientific practice rather than what should work in marketing theory.

### **How Brands Grow [Speed Summary] - Brand Genetics**

Brands primarily grow by increasing its number of users -

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Ehrenberg studied the success of 157 brands and found the factor most closely linked to their growth or decline was increase (or decrease) in its user base. The IPA advertising effectiveness awards found in 82% of the 880 papers entered reported growth from penetration (and just 2% from loyalty).

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#### **What marketers don't know by Byron Sharp ...**

Byron Sharp's 7 Rules for Brand Growth

1. Continuously reach all buyers of the category (communication + distribution) - don't ever be silent.
2. Ensure the brand is easy to buy (communicate how it fits with the user's life).
3. Get noticed (grab attention & focus on brand salience to prime

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the user's mind). 4.

### **How Brands Grow : A summary of Byron Sharp's book on what ...**

The book - How Brands Grow, raises a lot of questions. It shakes up our traditional understanding of marketing especially Kotler's theories. Book bust a lot of myths. The author gives enough empirical data to support his claims.

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Byron Sharp is a Professor of Marketing Science and Director at the Ehrenberg-Bass Institute and author of How Brands Grow: what marketers don't know.

**Byron Sharp on the  
legacy of How  
Brands Grow - and**



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### **why he ...**

How Brands Grow: Part 2 Author: Byron Sharp & Jenni Romaniuk  
Publisher: Oxford University Press  
Publication: 2016 Are you a card-carrying 'Sharpie'? (fan of Prof. Byron Sharp and the simple Ehrenberg-Bass approach to growing brands). If so, then you're in for a treat with How Brands Grow Part 2 (HBG2), the followup to the original

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must-read international  
bestseller on [...]

**How Brands Grow  
Part 2 (2016) [Speed  
Summary] - Brand  
Genetics**

Sharp argues that blanket coverage is the most effective way to grow brands, that targeting is a waste of time and reduces brands' ability to attract more buyers. He also criticises the "esoteric quackery

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concerned with segmentation, differentiation and how buyers perceive brands".

### **Challenge Byron Sharp and grow your brand**

How Brands Grow. by Byron Sharp. This excellent, clearly-written book is based on empirical research covering market share, brand equity, price promotions, and

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advertising. It includes some counter-intuitive conclusions regarding customer retention, loyalty programs, segmentation, and competitor differentiation.

### **How Brands Grow - The Key Point**

How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands. Hundreds

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of small improvements have been made to the new eBook version as well as new material in category growth, profitability and industrial buying. Basically, it is a bible for every marketer's success.

## **How Brands Grow on Apple Books**

How Brands Grow presents decades of research in a style that's written for

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advertising and marketing professionals to grow their brands. It's the first audiobook to present these laws in context and to explore their meaning and application.

### **How Brands Grow: What Marketers Don't Know - Byron Sharp ...**

Verified Purchase. How brands grow is a book largely about

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fundamental marketing principles: brand growth, how advertising works, price promotions and loyalty programs. It's a myth-busting classic, filled with scientific discovery so it feels different from the more traditional business textbooks.

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Sharp  
How Brands Grow presents decades of research in a style that's written for advertising and marketing professionals to grow their brands. It's the first book to present these laws in context and to explore their meaning and application.

**How Brands Grow:  
What Marketers  
Don't Know - Byron**

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In the years since  
Byron Sharp published  
'How Brands Grow,' his  
unorthodox theories  
have taken root with  
major marketers and  
begun changing how  
they buy media.  
Among the new rules:  
Loyalty is a...

### **Your Customers Are Cheating On You: Marketing Orthodoxy ...**

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Services, Durables,  
New and Luxury  
Brands by Jenni

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