

BRANDING & SOCIOLOGY

HOW TO MOTIVATE CONSUMERS TO BUILD THE NEXT BIG BRAND?



... "He was able to analyze complex problems while offering practical, relevant and creative solutions..."

A LECTURE BY YAHIEL DEMETER

Consumers are the real developers of brands, and you need to understand them if you want to develop one.

Part 1

An overview of branding over the past few years, how it affects society (and vice-versa), introducing "Sociological Branding" - a branding method for anyone who wants to develop a successful brand. Participants will be provided with hands-on techniques and review case studies to support these techniques.

Part 2

All about "Israeli Thinking" and how you can use it to develop the perfect branding and marketing strategies. In this lecture Yahiel will describe, define and demonstrate what's behind "Israeli Thinking", and give the participants the right tools to reach their own business goals.

Further Information: www.demetrend.com