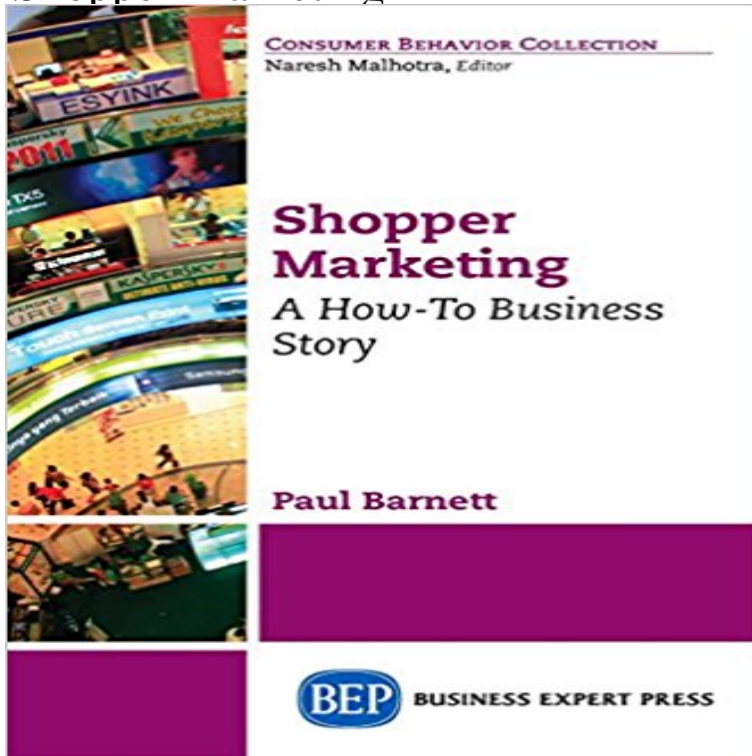


# Shopper Marketing



The book outlines a practical approach to digital and physical shopper marketing to grow revenue and brand equity. A story runs through the book in the first part of each chapter, so that it is easier to connect the ideas and tools in the second part with a real-world scenario. The book follows the story of the Big Beverage Company, who receive a call from their biggest customer one afternoon asking for their help in getting the coffee category growing again. This sets the Big Beverage Company and their management team on a journey from being a brand-focused business, to one that understands how a broader emphasis on the category and its shoppers can lead to greater growth for themselves and their retail partners. The book contains over 300 industry and academic references, case studies as well as numerous examples from the authors own experience. Anyone interested in winning more shoppers should find ideas that they can start using immediately.

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