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Philip Kotler - Faculty - Kellogg School of Management

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Why Branding Is Important in Marketing

Digital Marketing Strategies: Data, Automation, AI & Analytics is much more than marketing through digital channels. 65% Half of customers will switch brands if a company doesn't make an effort to personalize communications to them — 65% in B2B markets.

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Marketing Good Brand Design Appeals to Consumers on an Unconscious Level. An excerpt from “Kellogg on Branding in a Hyper-Connected World” uses an iconic brand—Coca-Cola—to illustrate the power of design thinking.

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