



Glory Days: When Horsepower and Passion Ruled Detroit

Jim Wangers

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The automobile industry is one of the most capital- and marketing-intensive industries in the world today. Common wisdom states that the keys to sales success in the industry are no different than in any other: brand management, product positioning, and brand imaging. But what do these commonly traded buzzwords really mean, and how do they translate into a successful brand campaign? In Glory Days, Jim Wangers uses his 45-year career in Detroit as the basis for explaining successful brand marketing for automobiles:

- * Why brand management for cars is not the same as for other "branded" products
- * How to position a model for the best possible tie-in promotion-and how not to
- * What it takes to establish and evolve a brand image



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