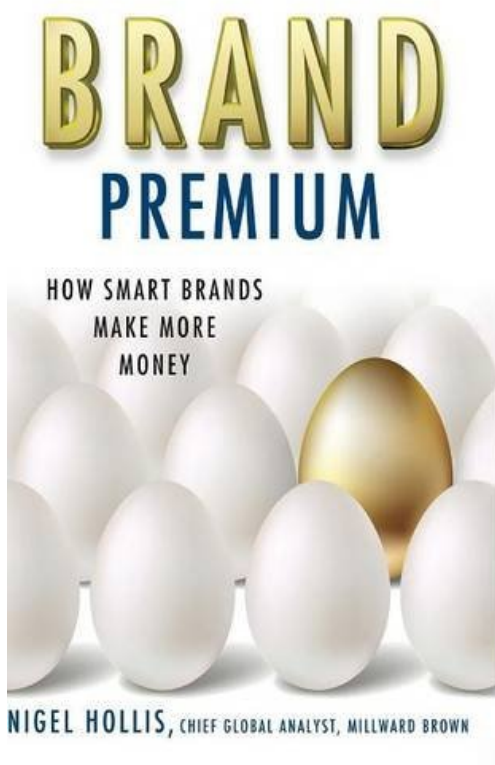


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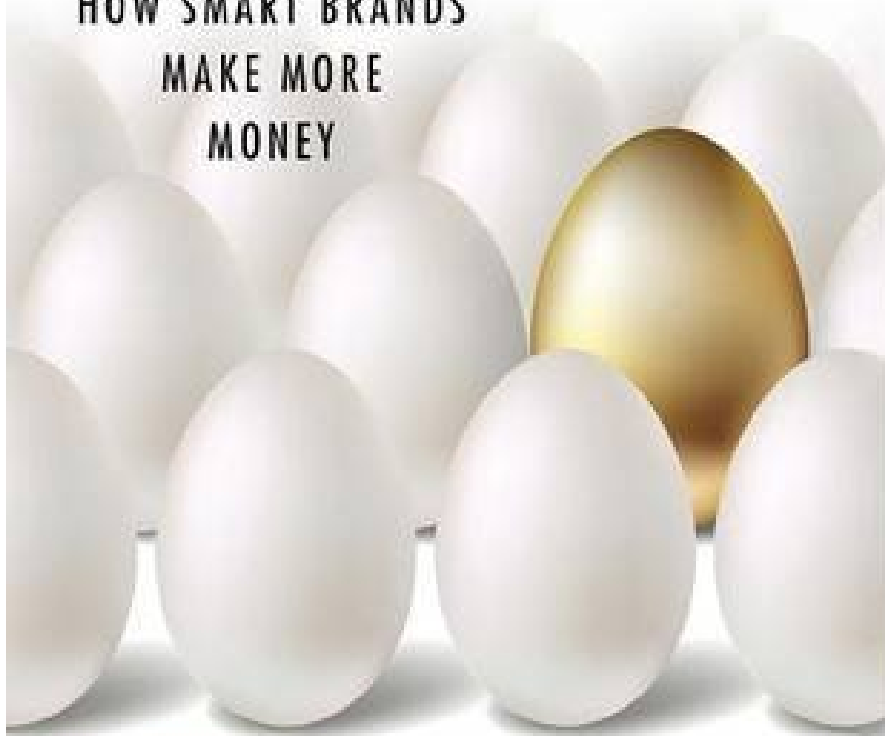
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NIGEL HOLLIS, CHIEF GLOBAL ANALYST, MILLWARD BROWN

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Review

"With Brand Premium, Nigel Hollis applies his perceptive skills to one of the most important marketing problems around - how brands make money! Practical, insightful, and grounded in the success factors for today and tomorrow, Brand Premium will help marketers and analysts understand how brands can thrive and succeed financially." - Kevin Lane Keller, Tuck School of Business, Dartmouth College, USA

"The greatest compliment I can pay this invaluable book is to say that it will be most appreciated by those who already understand and apply much of it. The most experienced and most successful marketing people will find themselves first nodding in recognition and agreement; and then delighting in the newer insights and extensions that Nigel Hollis presents them with." - Sir Martin Sorrell, CEO, WPP

"What really builds brand loyalty? Why will consumers pay premium price for some brands over others? From his unique vantage point atop Millward Brown's huge data base and his over 30 years of experience working with brands across multiple categories, Nigel Hollis has the insight and expertise to show readers what it takes for a brand to break out of commodity mode and achieve long-term success." - Allen Adamson, Managing Director, Landor Associates

"There's more insight in most chapters of this book than bookshelves of other books about branding. I would urge anybody interested in the latest and best thinking about brands to read this immediately." - Mark Murray, Global Consumer Planning Director, Diageo

"Nigel Hollis is both a wonderful storyteller and a convincing scientist. He shows us through engaging stories - and hard data - that the best way to profitability is through building great brands. More importantly, he shows us HOW to do it. This is a must-read for everyone in business, not just marketing and research leaders." - Jim Stengel, President/CEO, The Jim Stengel Company, LLC, and Former Global Marketing Officer, The Procter and Gamble Company

"My pen literally ran out of ink underlining all of the important and relevant bits in this book. If this book doesn't make you stop and take stock of how you manage your brand, you might want to consider a new career!" - Mark Truss, Global Director of Brand Intelligence, JWT

About the Author

Nigel Hollis is executive vice president and chief global analyst at Millward Brown. Nigel brings 30 years of research experience to bear on his understanding of how marketing communications can build and maintain brands. Nigel has worked with clients in many different industries and countries, and has been instrumental in developing some of Millward Brown's most successful research solutions. He has a popular brand blog called Straight Talk with Nigel Hollis. A four-time winner of WPP's Atticus Award. He lives in Vermont.

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