



When a brand gets wings. Red Bull's secret of marketing success

By Sabine Buchholz

GRIN Verlag Gmbh Feb 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2005 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Southampton (University of Southampton - Centre for Language Study), course: Intermediate English for Business, 10 entries in the bibliography, language: English, abstract: The high energy drink Red Bull has been profitably sold since 1987. The company's figures confirm its success around the world. Red Bull's secret is an extraordinary marketing consisting mainly of the organisation of fun sport events to create a cool image and make teenagers loyal customers. With this unique concept the enterprise will go on governing the growing energy drink branch. 16 pp. Englisch.



READ ONLINE
[1.5 MB]

Reviews

An exceptional publication as well as the font applied was intriguing to learn. It usually does not charge an excessive amount of. Its been designed in an exceedingly basic way and it is just after i finished reading through this book through which in fact altered me, modify the way in my opinion.

-- **Haylee Hackett**

It in a of the best ebook. It generally is not going to expense excessive. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Ara Williamson**