



# Celebrity Sells

*Hamish Pringle*

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## **Celebrity Sells** Hamish Pringle

Celebrities have always captured the imagination of the public. In today's age of consumerism, their ability to influence our behaviour can be seen worldwide.

Harnessing this power can reap huge rewards for business — the Jamie Oliver campaign helped turn around Sainsbury's fortunes, with the return on investment estimated at £27.95 for every advertising pound spent; sales of Walker's Crisps increased by 105% thanks to Gary Lineker; One to One re-launched its brand with stars including Kate Moss and Elvis Presley.

*Celebrity Sells* demonstrates the awesome power of famous names, when skilfully used, to sell brands and offers practical advice on how to develop and advertise a brand using celebrities, including:

- How to choose the right celebrity for your brand
- How to build your brand using a celebrity
- How to manage relationships with celebrities
- How to protect celebrity and brand reputation

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What is your hobby? Have you heard which question when you got students? We believe that that concern was given by teacher to the students. Many kinds of hobby, Everyone has different hobby. And you also know that little person just like reading or as looking at become their hobby. You need to understand that reading is very important as well as book as to be the factor. Book is important thing to incorporate you knowledge, except your own teacher or lecturer. You find good news or update with regards to something by book. Many kinds of books that can you choose to adopt be your object. One of them are these claims Celebrity Sells.

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