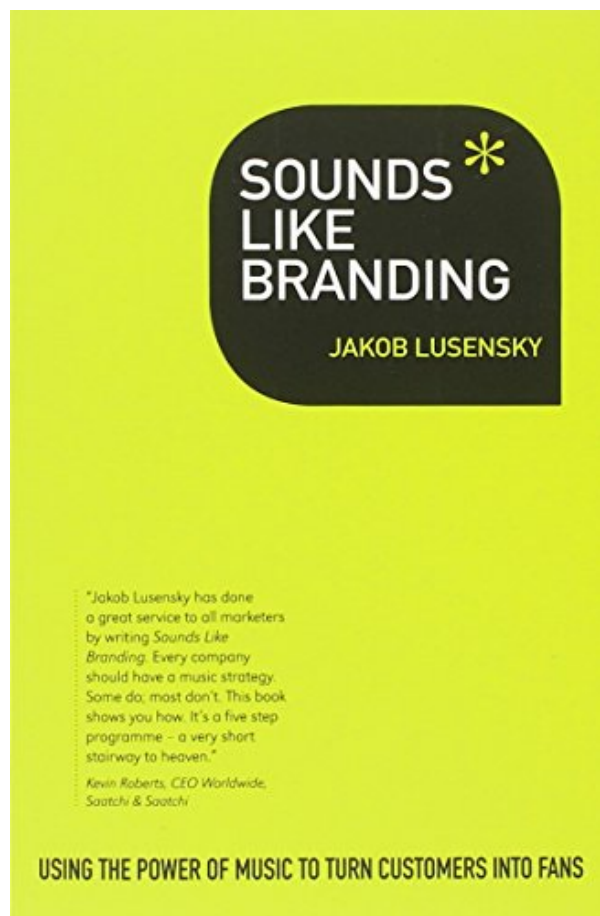
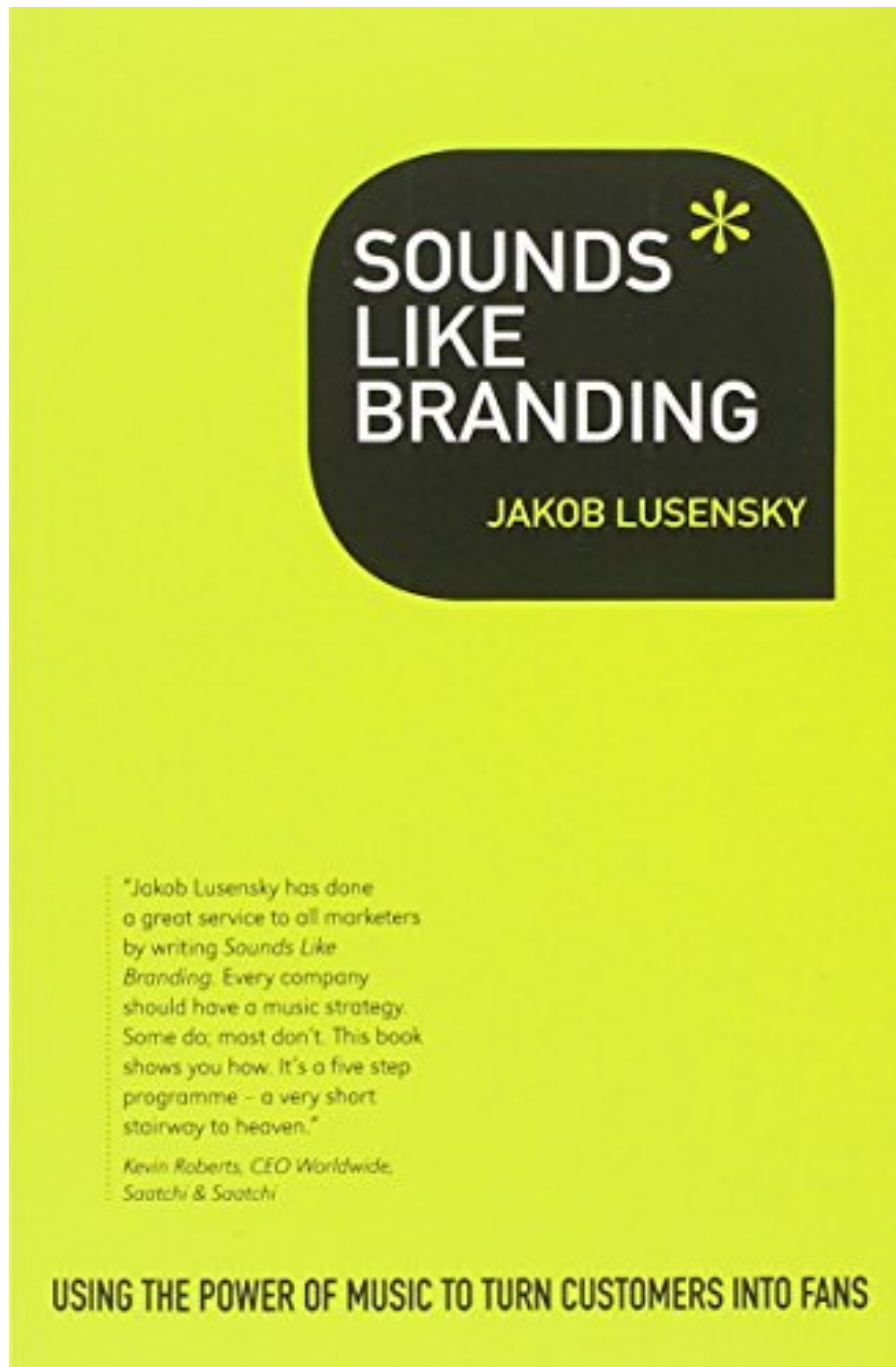


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## About the Author

Jakob Lusensky left his career as an international DJ to become CEO of the global music branding agency Heartbeats International. He is one of the world's leading consultants in music and branding and his clients include Absolut Vodka, Carlsberg and Unilever. He has been interviewed and profiled in BusinessWeek, Advertising Age and Billboard magazine and speaks frequently at international branding and marketing conferences. In 2010, he was invited to take part in the prestigious TED Talks event in Tokyo ([www.ted.com](http://www.ted.com)).

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Everyone loves music, but not everyone loves advertising. Faced with increasingly impatient and fickle customers, some of the world's most famous brands have been turning to music and artists to engage the public in a way they could never do alone. Why? Because music speaks to our emotions, brings people together and starts conversations. If it's used correctly, it can turn a one-off purchaser into a loyal fan. Sounds Like Branding is, in its author's words, an 'ear-opening' journey through the history of music and marketing, from the humble jingle and the advent of Muzak to Michael Jackson's groundbreaking association with Pepsi in the 1980s and the music branding embraced today by global brands such as Nike, Starbucks, Levi's and Coca-Cola. What marketers need to know today is not what music to run in the background to an ad, but how a brand 'sounds'. This book is essential reading for any brand manager looking for a competitive edge in an increasingly cluttered media landscape.

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