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Mark Tungate is a British writer based in Paris, 'Branded Beauty: How Marketing Changed the Way We Look' (2011), and Branded Male: Marketing to Men (2008),

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British writer Mark Tungate (author of the book Branded Male) He is the author of several books, including Branded Male: Marketing to Men.

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Branded Male: Marketing to Men. Tungate, Mark. Published by Kogan Page (2008) ISBN 10: 0749450118 ISBN 13: Summary: In Branded Male , Mark Tungate,

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I have to admit, I'm one of those tough sells Mark Tungate writes about in BRANDED MALE: MARKETING TO MEN. I hate shopping and see it only as an evil necessity.

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Description: Branded Male sets out to discover what makes men tick as consumers and how products and services are effectively branded for the male market.

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Mark Tungate, Author. Kogan Page \$39.95 (228p) ISBN 978-0-7494-5011-3

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**Mark tungate (author of adland) - goodreads**

Mark Tungate is a British writer based in Paris, France. He is the author of Media Monoliths: How Media Brands Thrive and Survive (2004),

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Branded Male Marketing to Men. By Mark Tungate. Chapter 1: Skin Scene One: The Bathroom . From Branded Male by Mark Tungate, published by Kogan Page 2008.

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