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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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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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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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