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Feb 24, 2011 How Cool Brands Stay Hot, Gen Y & branding expert and consultant at How Cool Brands Stay Hot, InSites Consulting

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How Cool Brands Stay Hot. Branding to Generation Y; Joeri Van den ryan-jenkins.com Joeri Van den Bergh is the co-founder of InSites Consulting,

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Apr 24, 2011 Editor's note: This article is an excerpt from How Cool Brands Stay Hot: Branding to  
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Millennial kids do not go by marketing messages that say a product is cool; CRUSH code of Gen cool  
Brands Stay Hot, Joeri Van den Bergh & Mattias Behrer

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How Cool Brands Stay Hot reveals what drives Generation Y and how you can reach them. Based on  
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