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Apr 24, 2011 Editor's note: This article is an excerpt from How Cool Brands Stay Hot: Branding to Generation Y, a new book by Joeri Van den Bergh and Mattias Behrer.

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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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Feb 19, 2011 Generation Y (13-29 year olds) are the most marketing savvy and advertising generation ever. Three times the size of the previous Generation X, they have a

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Joeri Van Den Bergh is the author of How Cool Brands Stay Hot (3.80 avg rating, 65 ratings, 6 reviews, Joeri Van Den Bergh s Followers (1)

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