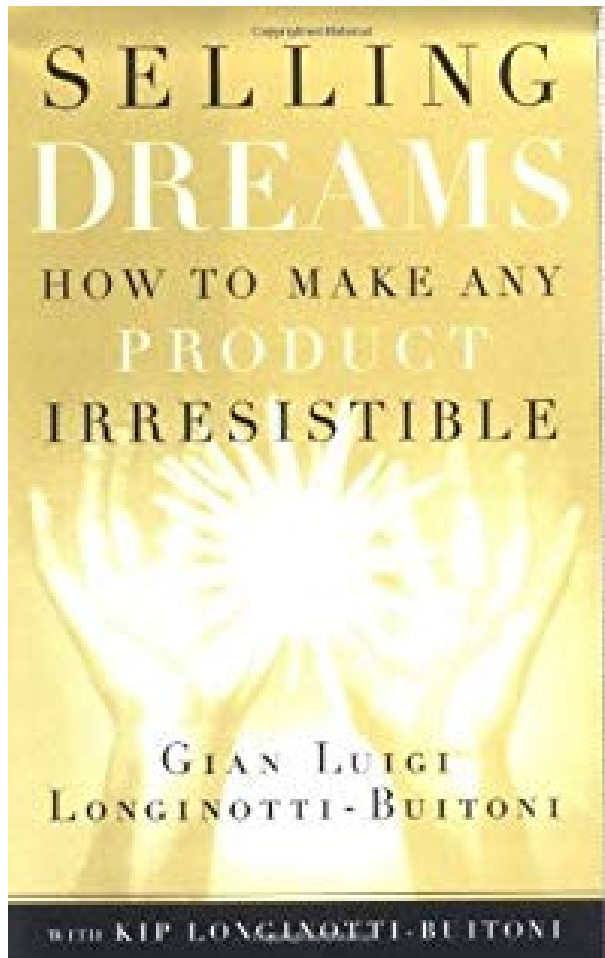


Selling Dreams: How to Make Any Product Irresistible



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This text explains the author's concept of "dream marketing", where brand management is elevated to an art form, requiring artists, market sociologists, and executives to conjure up images that take hold in the consumer's collective consciousness, and to attract interest in products and services.