



Branded Male: Marketing to Men

Mark Tungate

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In *Branded Male*, Mark Tungate, author of *Adland* and *Fashion Brands*, paints a portrait of the male consumer. Following a typical modern male through his weekday, Tungate considers how marketers can target him in all his activities, from morning through night. Through this framework *Branded Male* examines male-centered marketing in areas as diverse as cars, restaurants, technology, fashion & grooming, bars, gyms, and books.

Tungate also traces the evolution of the male consumer over the course of recent years, providing insight into how marketing experts have successfully targeted men. From razor blades to beer, from aftershave to hotels, he finds out which marketing messages have the most impact on male wallets.

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