

# Brand Hijack: Marketing Without Marketing By Alex Wipperfurth

**By Alex Wipperfurth**

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This is not your ordinary marketing manual. With casual humor and a laid-back tone, Wipperfurth, a marketer who helps brands like Dr. Martens and Napster ""appear

Brand Hijack explains the process by which a brand becomes owned by its customers. This concept is often hard to accept for traditional marketers; and if they

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Summary of Brand Hijack Marketing Without While many people assume marketers create such stars with careful planning and huge advertising Author Alex