



How to Speak American: Building Brands in the New Heartland

Paul Jankowski

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As I participate in brand strategy sessions, review consumer behavior data and observe hundreds of branding initiatives, I am more convinced than ever that many of the major ad agencies and brand leaders do not understand the "New" Heartland beyond a handful of shallow insights and stereotypes. There is a great opportunity for brands to build strong relationships with the biggest and most loyal consumer segment in the country: 60% of US consumers live in the New Heartland. This book will help brand builders define and connect with the New Heartland consumer and embrace the role core values such as Faith, Community and Family plays in buying behavior.

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