



Wizard!: Harry Potter's Brand Magic (Great Brand Stories series)

Stephen Brown

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Harry Potter fans, consumer researchers, and marketers learn about the enchanting brand in this analysis, from its magical arrival on the book scene in 1997 to its multibillion-dollar net worth and penetration of the media world today. Fascinating insight is provided into the unconventional marketing techniques employed by Potter marketers that helped the brand become one of the world's most recognized in an extraordinarily short period of time. All aspects of the Potter brand are examined, including the marketing spin used with author J.K. Rowling, the right-wing critics, and the closely guarded contents of each new book.

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