



# The Brand Strategist's Guide to Desire: How to give consumers what they actually want

*A. Simpson*

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**The Brand Strategist's Guide to Desire: How to give consumers what they actually want** A. Simpson  
Blending emotional branding and sustainable thinking, this book will help brands understand the foundations of desire to create sustainable brand loyalty, healthier societies, and more fulfilled customers. Supported by interviews and case studies, Simpson explores five primary desires: self-worth, social life, culture, comfort, and exploration.

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