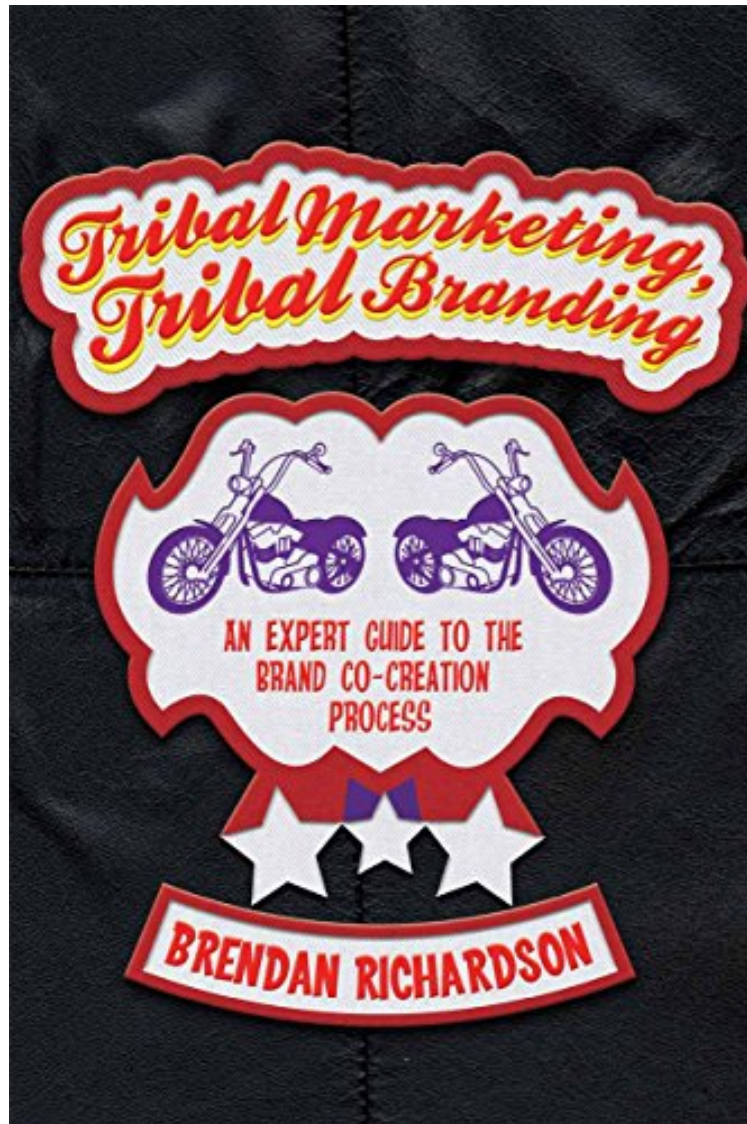


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## Tribal Marketing, Tribal Branding: An expert guide to the brand co-creation process

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Tribal branding allows marketers to benefit from greatly enhanced levels of consumer devotion to brands. Richardson

incorporates the approach of ethno-marketing to expertly explain the opportunities for marketing and branding professionals to co-create brands with, and develop new ways of marketing to, tribal groups and brand communities.

About the Author Brendan Richardson is Lecturer in Marketing and Consumer Behaviour in the Department of Management and Marketing at University College Cork, Ireland and is building a reputation in the areas of tribal marketing and consumer tribes.