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The Market Strategist

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['Empathetic' Market Strategy Drives Outsize Growth for Beverage Bai](#)

Beverage brand Bai has experienced meteoric growth since its 2009 founding, significantly by following a market strategy that focuses on empathy with consumers and distributors.

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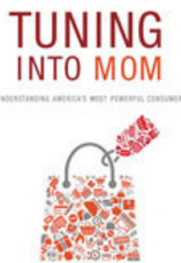
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Managing a brand in multiple price tiers requires careful portfolio positioning. These two case examples are brands that have clear market strategies for different price tiers.

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A Book by Michal Clements and Teri Lucie Thompson

[Tuning Into Mom](#) provides a new approach to understanding the "American Mom" market, examining the effect of age of the eldest child on hot-button areas for moms, including food, exercise

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