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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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## [Mainstream, Premium, Super Premium: Pricing Strategy Examples from Gevalia and McCormick](#)

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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Sodexo underwent a seemingly minor name change that has a big impact on its brand evolution.

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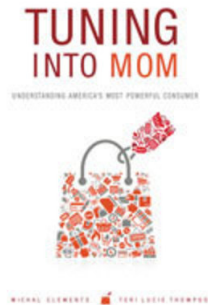
## [Nasacort Combines Consumer Understanding and Science for a Winning Market Strategy](#)

Nasacort entered the OTC allergy market in 2014. With low brand awareness, the brand's launch was risky.

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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

and sports, education, safety and health, technology, and fashion and beauty.

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