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Such "shirrtail" or "piggyback" strategies are often successful in private sector marketing (Lamb, Hair & McDaniel, 1992). A good example is McDonalds, which has leveraged its strength of fast service many times over with the addition of menu items that are consistent with customers' perceptions.

Marketing Extension in Louisiana: Image and Opportunity

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Integrated Marketing Communications. Belmont, CA:

Thomson, 2005. Duncan, Tom. Principles of Advertising & IMC.

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