

## Rompefrenos

No-Brakes: The number one rule in high-growth marketing



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Can advertising once again re-invigorate brands and businesses? Esteve and Pérez Cuesta are convinced that the answer is yes, but only by rejecting the type that is ubiquitous nowadays and opting for a No-Brakes (Trademark: RompeFrenos) advertising, in which you first identify and then break down the mental brakes that block new consumers and new opportunities to consume. The way to do this is through five advertising concepts: five No-Breaks Hammer Blows.

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