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In The Cool Factor, Del Breckenfeld, a long-time marketer at Fender Musical Instruments Corp., presents an inside look at how Fender became the coolest name in musical instruments and how marketers at Fender partnered with cool products, musicians, and events to up their cool factor even more.

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In The Cool Factor, Del Breckenfeld shows how a brand can effectively be driven to new heights by partnership marketing with "cool" products, celebrities, musicians, and events that are already established as cool.

[The Cool Factor : Del Breckenfeld : 9780470371961](#)

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