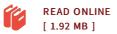


Branding Basics

By Jay Gronlund

Business Expert Press, United States, 2013. Paperback. Book Condition: New. 231 x 150 mm. Language: English Brand New Book ***** Print on Demand *****. Most business managers really don t understand branding . They usually think this discipline starts with a new, catchy name and then they become fixated with all the media and digital options that exist today. What is lacking in both B2B and B2C circles is the strategic side of branding - i.e. the creativity, customer research and competitive assessments, matched against a realistic examination of a company s streng ths and ability to deliver on promises. This involves all the due diligence that will determine the optimal positioning for creating content or a credible benefit/added value to make a brand genuinely relevant and stand out in today s overcrowded, fast paced world. This book on the Basics of Branding is designed to re-focus the attention of tomorrow s managers on these essential building blocks for successful brand development. It emphasizes the core principles that will enable people to view branding as a tool for a variety of uses (e.g. Corporate and product branding, personal branding, branding a country or a university, etc.). The book is basic, practical, and...



Reviews

This publication is really gripping and exciting. It really is basic but unexpected situations in the 50 % in the book. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Prof. Salvador Lynch

An extremely great ebook with perfect and lucid answers. This is certainly for anyone who statte that there was not a well worth looking at. Its been designed in an exceptionally simple way and is particularly only soon after i finished reading through this ebook in which actually transformed me, modify the way in my opinion.

-- Libbie Farrell

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Read Write Inc. Phonics: Purple Set 2 Non-Fiction 4 What is it?

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Pearson Education Limited. Book Condition: New. This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and an online reading world to teach today's children to read. In this book, Zac and Daisy are fishing....

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What is Love A Kid Friendly Interpretation of 1 John 311, 16-18 1 Corinthians 131-8 13

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Broadman Holman Publishers, United States, 2013. Hardback. Book Condition: New. Cory Jones (illustrator). 231 x 178 mm. Language: English . Brand New Book. Oh sure, we ll all heard the story of Moses and the ten plagues of Egypt a hundred times...

The Whale Tells His Side of the Story Hey God, Ive Got Some Guy Named Jonah in My Stomach and I Think Im Gonna Throw Up

B&H Kids. Hardcover. Book Condition: New. Cory Jones (illustrator). Hardcover. 32 pages. Dimensions: 9.1in. x 7.2in. x 0.3in.Oh sure, well all heard the story of Jonah and the Whale a hundred times. But have we heard it from the perspective of the ...

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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...