



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 strengths 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...



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