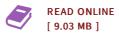




Forging a Great Brand - The Brand Architecture Workshop: Leader s Guide and Worksheets

By David a Okrent

Heart-Centric Marketing, United States, 2015. Paperback. Book Condition: New. 280 x 216 mm. Language: English. Brand New Book. Every company is capable of having a fantastic highearning brand, but few attain one, why? Because most firms lack a straight-forward tried and true process for converting the brand strategy, brand architecture, and brand personality into organizational and individual actions. This workbook and guide reveals a step-by-step approach to help businesses create a market-driven brand strategy, architecture, and personality, and shows them how to convert these items into actions that make the brand a positive force in the marketplace. Using this process a firm can develop and deliver a brand that customers will love and ideally competitors will fear. Imagine what a firm can do when it can deliver a fantastic brand experience consistently. Why a fantastic brand? Because a fantastic brand helps companies achieve significant earnings over their competition. This guide is for people like business consultants, marketers, brand managers, product managers, owners, CEOs, CMOs, entrepreneurs, or anyone that wants to create brand equity by becoming deeply meaningful and desired by potential customers. If you want to go beyond the theory of branding to a practical approach for creating a...



Reviews

Unquestionably, this is the very best operate by any author. it had been writtern extremely flawlessly and beneficial. You can expect to like the way the blogger publish this publication.

-- America Gleason

This type of publication is almost everything and helped me looking forward and much more. I am quite late in start reading this one, but better then never. You wont really feel monotony at whenever you want of your own time (that's what catalogs are for relating to if you ask me).

-- Prof. Buddy Leuschke