



Brand Management In A Week: How To Be A Successful Brand Manager In Seven Simple Steps (Paperback)

By Paul Hitchens, Julia Hitchens

Hodder Stoughton General Division, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. Brand management just got easier Successful brands provide meaning: a higher purpose, a vision of a better future, a code of values, and a culture that drives performance. Brands with meaning stand out in their marketplace and attract like-minded people: customers, employees, suppliers and investors. Successful brand management clearly differentiates organizations, products and services from their competitors and inspires advocacy from all stakeholders. Building a strong brand takes much more than a week: it requires an on-going commitment to excellence. This updated second edition of Brand Management In A Week provides a proven seven-day program on the principles of brand management. It takes you from the conceptual and planning stage through to implementation and sustainability. It s packed with tips and insights gained from decades of industry experience to help you jump-start your brand and give you the tools and confidence to manage it through the hurdles of the business landscape. Each of the seven chapters in Brand Management In A Week covers a different aspect:- Sunday: Determine your brand focus- Monday: Define your brand strategy- Tuesday: Express your brand through its identity- Wednesday: Evolve your...



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