



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 high-earning 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...

DOWNLOAD



READ ONLINE

[8.86 MB]

Reviews

This created pdf is fantastic. Indeed, it can be perform, nonetheless an interesting and amazing literature. Its been developed in an remarkably straightforward way and is particularly simply following i finished reading this publication by which in fact altered me, alter the way i really believe.

-- Amanda Hand Jr.

A must buy book if you need to adding benefit. Of course, it is actually perform, still an interesting and amazing literature. I am delighted to explain how this is basically the best book i actually have read through during my individual life and may be he best book for at any time.

-- Jarod Bartoletti