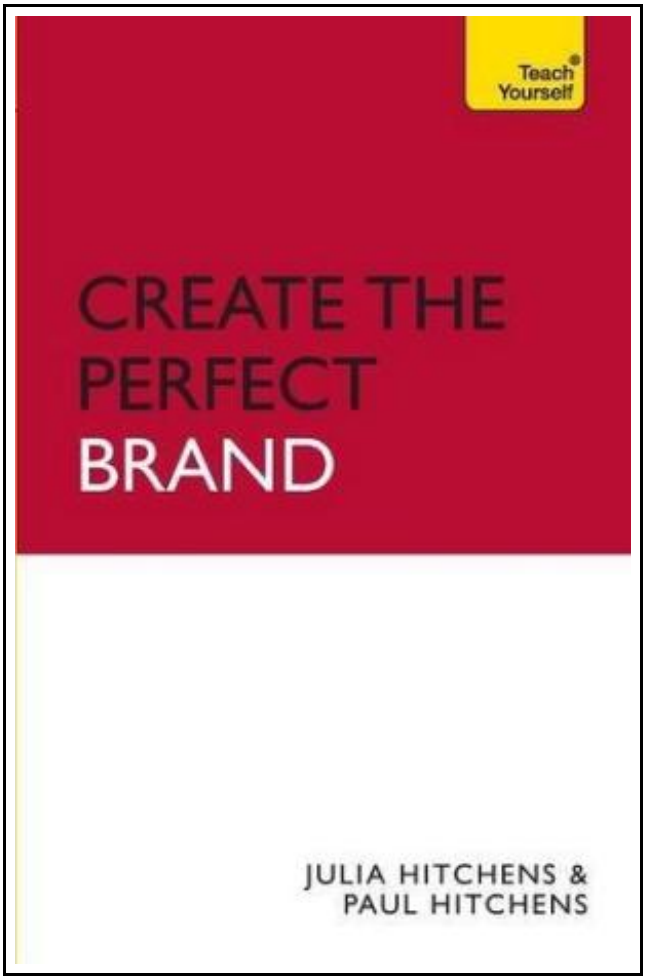
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Hodder Stoughton General Division, United Kingdom, 2010. Paperback. Book Condition: New. 198 x 128 mm. Language: English . Brand New Book ***** Print on Demand *****.The Chartered Management Institute s e-book of the year by public vote! Is this the right book for me? Do you see branding as the key to the success of your business but aren t sure where to start? This book, written by enthusiastic experts, will help you to maximize your brand, even in a downturn. All aspects of branding are covered including brand creation and protection. Fascinating case studies of famous brands, including the disaster stories, nail their advice in the real world. All aspects of branding are covered including: - what is a brand and why it is heart, soul and core of a business - brands in a recession, including the success stories - methods to value a brand - brand focus - brand creation and structure - brand audience and brand vision - importance of creativity - brand implementation - personal branding - brand protection- trademark, intellectual property - brand delivery Throughout the book the authors include their own extensive experiences and guidance. A multitude of fascinating case studies include Harley Davidson, IKEA, Aldi, Lego, Cadbury and the Apple iPod plus the disaster stories such as Woolworths and MFI are given throughout the book to nail the advice given in the real world. Even examples of branding behaviour such as Susan Boyle, banks and MPS are analyzed! Create the Perfect Brand includes: Part one - Brand importance Chapter 1: What is a brand? Chapter 2: Why do I need a brand? Chapter 3: Brands in a recession Chapter 4: Brand value Chapter 5: Brand focus Part two - Brand creation Chapter 6: Brand culture Chapter 7: Brand strategy . Part three...

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