



Forging a Great Brand - The Brand Architecture Workshop: Leader's Guide and Worksheets (Paperback)

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...



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Reviews

Very helpful to all type of individuals. It really is rally interesting throgh looking at time. Its been designed in an extremely basic way which is just soon after i finished reading this pdf through which basically modified me, change the way i believe.

-- **Tyshawn Brekke**

The publication is easy in read through preferable to fully grasp. It is writter in simple phrases instead of hard to understand. You will not sense monotony at at any moment of your respective time (that's what catalogs are for concerning if you request me).

-- **Kevin Bergstrom Sr.**