[PDF] Brand Atlas: Branding Intelligence Made Visible

Alina Wheeler, Joel Katz - pdf download free book

Books Details:
Title: Brand Atlas: Branding Intelli
Author: Alina Wheeler, Joel Katz
Released: 2011-03-29
Language:
Pages: 144
ISBN: 0470433426
ISBN13: 978-0470433423
ASIN: 0470433426

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pdf, mobi, epub, azw, kindle

Description:

Review '...user-friendly approach to aggregate and simplify the science behind branding...essential principles of branding are broken down into basic step-by-step concepts.' (Finance & Management, April 2011).

From the Inside Flap

Brands have become the global currency of success.

Countries, corporations, com-munities, and individuals are leveraging their brands to gain a transcendent advantage in the marketplace. Positioning a brand to be irreplaceable is the new

business imperative for both public and private sectors, regardless of product, service, or size.

Brand Atlas synthesizes the most relevant brand topics for the big-picture, time-crunched professional who just wants to get up to speed on brand basics, brand oversight, and marketplace trends. Streamlined content, provocative diagrams, and quotes from brand visionaries and thought leaders make this valuable resource a new experience.

The twenty-first-century customer has a new voice, unprecedented power, and multiple platforms to drive a new brand conversation in a fiercely competitive world. To be successful, brand builders need to stick to the basics, stay calm on the rollercoaster of relentless change, and seize every opportunity to be the brand of choice.