

Brands and Branding



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Reviews

*A very awesome book with perfect and lucid reasons. It really is basic but shocks within the 50 percent of the book. Its been designed in an exceptionally easy way and is particularly merely right after i finished reading this ebook where in fact changed me, change the way i think.
(Meagan Roob)*

BRANDS AND BRANDING



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Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. The bestselling guide to the role of brands and brand building Although the balance sheet may not even put a value on it, a company's brand or its portfolio of brands is in many cases its most valuable asset, accounting for as much as 70 of a firm's market value in some cases. This book argues that because of this and because of the power of not-for-profit brands like Oxfam, all organisations should make the brand their central organising principle, guiding every action and decision. Divided into three parts and written by 18 experts on the subject, this fully revised and updated guide to brands and branding examines the case for brands, outlines best practice and the future for brands. It includes chapters on brand valuation, what makes a brand great, brand strategy, brand experience, visual and verbal identity, brand communications, brand protection and new chapters on branding in India and brands in a digital world. Rita Clifton is chairman of Interbrand, a global brand consultancy. The other contributors come from a wide range of organisations with extensive expertise in brands and branding.



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