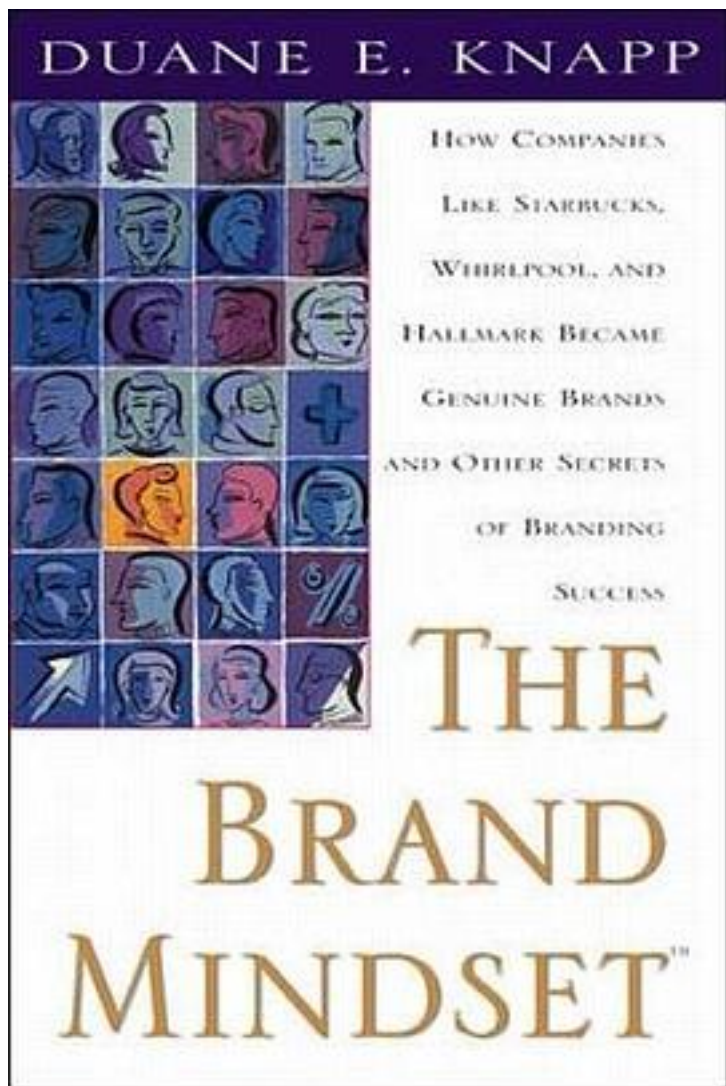


The Brand Mindset



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'A superb book with real substance and passion that could and should change your organization. A plethora of original concepts and tools illustrated in marvelous case studies provide new insight into brands and their management' - David A. Aaker., E.T. Grether Professor of Marketing Strategy at The University of California at Berkeley and author of "Building Strong Brands". "'The BrandMindset" is all about building Genuine Brands; they lead with the heart, nurture with the soul and build one customer at a time' - Howard Schultz, Chairman and CEO, Starbucks Coffee Company and best-selling author of "Pour Your Heart Into It". "'The BrandMindset" clearly articulates 'how to think like a brand' which is necessary to understand before an organization can act like a brand' - Dave Whitwam, Chairman and CEO of Whirlpool Corporation. 'After reading "The BrandMindset" you should not only consider changing the way you do business, but you'll have a real good idea about how to go about it - and doing so truly builds Brand Equity' - Robert Shulman, CEO of Copernicus and author of "Marketing Myths That Are Killing Business". 'Today is not enough to provide a service or a product. Success comes when the product and service are created and delivered through a BrandMindset' - Christopher W. Hart, Ph.D., President of the Spire Group and author of "Extraordinary Guarantees".

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