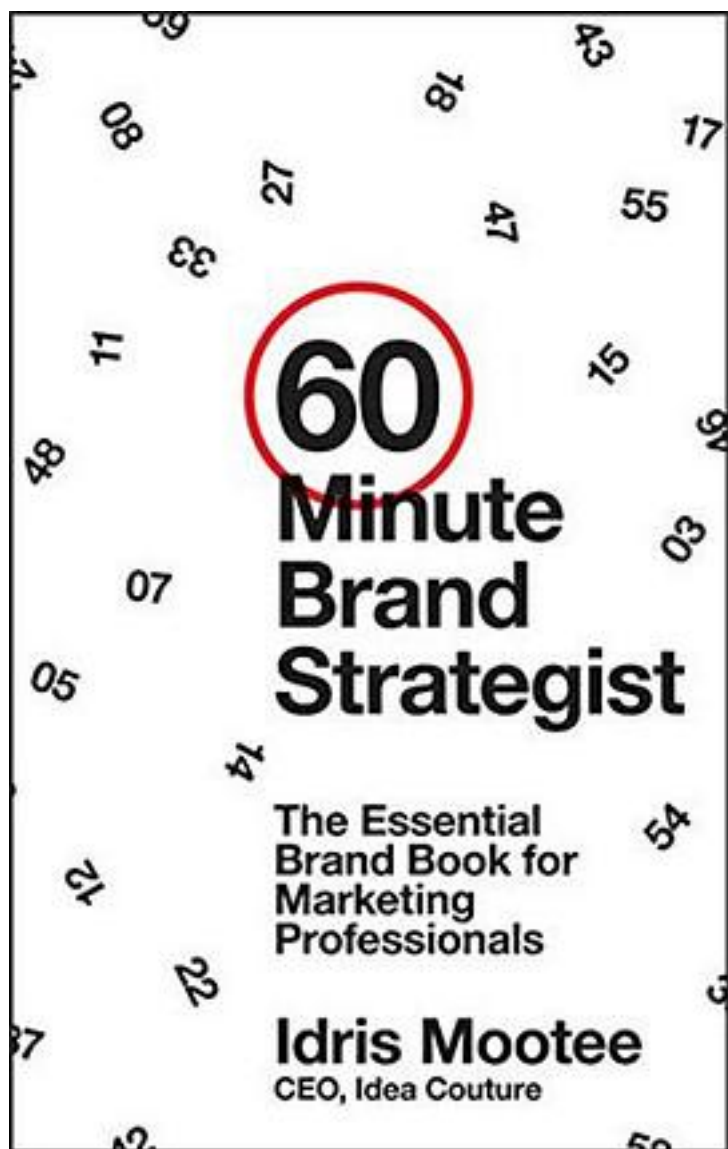


60-Minute Brand Strategist



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Praise for 60-Minute Brand Strategist: "A fresh take on the wisdom of putting brand strategy at the heart of corporate strategy. Brilliant insights for a fast-moving world." (Angela Ahrendts, CEO, Burberry). "Idris Mootee paints a sharp, comprehensive, and finely articulated analysis of the potential of meaningful brands in the 21st century's cultural scenario and business landscape. The result is a smart manual that reminds you and your company how to build relevant, authentic, sustainable, and successful brands in an evolving society." (Mauro Porcini, Chief Design Officer, PepsiCo Inc.). "Idris' book teaches us how to engage today's increasingly cynical consumers on a deeper emotional level to build real equity and leadership. He demonstrates how to break out of the box and connect business strategy to brand strategy, and how the right brand story never really ends!". (Blair Christie, SVP and CMO, Cisco Systems, Inc.). "It's rare to find a book that's both inspiring and practical but Idris nailed it! He has crafted the ultimate guide to brand building in the connected world with visual clarity and thought-provoking strategy." (Eric Ryan, cofounder, Method Products, Inc.). This book is about one thing only: branding. Period. In this economy ruled by ideas, the only sustainable form of leadership is brand leadership. 60-Minute Brand Strategist offers a fast-paced, field-tested view of how branding decisions happen in the context of business strategy, not just in marketing communications. With a combination of perspectives from business strategy, customer experience, and even anthropology, this new and updated edition outlines the challenges traditional branding faces in a hyper-connected world. This essential handbook of brand marketing offers an encyclopedia of do's and don'ts, including new case studies of how these concepts are being used by the world's most successful and valuable brands. 60-Minute Brand Strategist is your battle plan, filled with powerful branding tools and techniques to win your customers' hearts and defeat the competition.

作者介绍:

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标签

Branding

Marketing

评论

作者学过社会学。。

recently bought and a good bed reading:)

十分良心的品牌导论书
作者很用心地讲解了品牌的作用而且图文并茂十分有趣。感觉作者用了不少社会学和传播学的框架 结合商业管理模式 内容十分丰富
点到即止.比我那本厚厚的品牌管理战略教材好看多了

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书评

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