

Brand Vision



brand vision

How to Energize Your Team to Drive Business Growth
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著者:David Taylor

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在线阅读本书

David Taylor's third book lifts the lid on why so many brand visioning projects end in

failure: an overly theoretical and complex approach he calls 'strategy tourism'. By contrast, his straightforward, no-nonsense programme will ensure that you end up with an inspiring vision and a hands-on action plan to drive growth. Designed in a highly practical format, brandvision shows how to lead your team on a step-by-step 'visioning journey' that builds engagement, energy and alignment. Powerful tips, tools and tricks help you start applying the principles to your business today: Searching for true insight: creating a springboard for visioning by using different 'insight catalysts' that cover consumers, markets and competition The visioning journey: creating a compelling brand purpose, a big idea and a rallying call; combining product 'sausage' and emotional 'sizzle' Test-driving the vision: bringing the vision to life by exploring it within your business and with consumers Brand-led business: translating the vision into a business building mix that covers 'hero product' innovation, communication and internal engagement Thought-provoking and irreverent, brandvision demonstrates all the dos and don'ts of brand visioning with many stories of success (and screw-ups) including T-Mobile, Dove, Porsche, Absolut and James Bond. It is an invaluable toolkit for anyone interested in rethinking a brand vision – whatever its shape or size.

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书评

这本书写得通俗易懂，而且章节组织得也像工具书一样，所以我的办公室里有很多书，但是我几乎从来不动他们，只有《牛津字典》和这本书我会偶尔翻一翻。

不过我让我太太看了这书之后，她就拿到她的办公室不还给我了。

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