Building the Brand-Driven Business
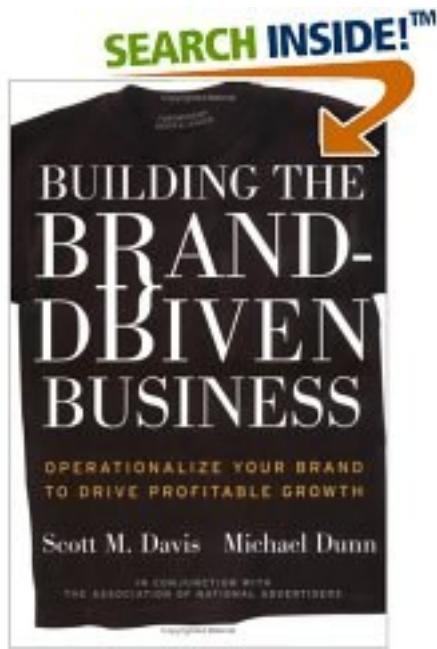
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In B uilding the Brand-Driven Business , authors Scott M. Davis and Michael Dunn— two of the nation's foremost experts on brands— map out a strategy that can help an entire organization manage and live (not just think about) its brand. They show how to develop brand-building programs that are the most cost efficient, effective, and credible. And just as vital, they reveal how to create a brand-driven culture within an organization so that building the brand becomes everyone's job.

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