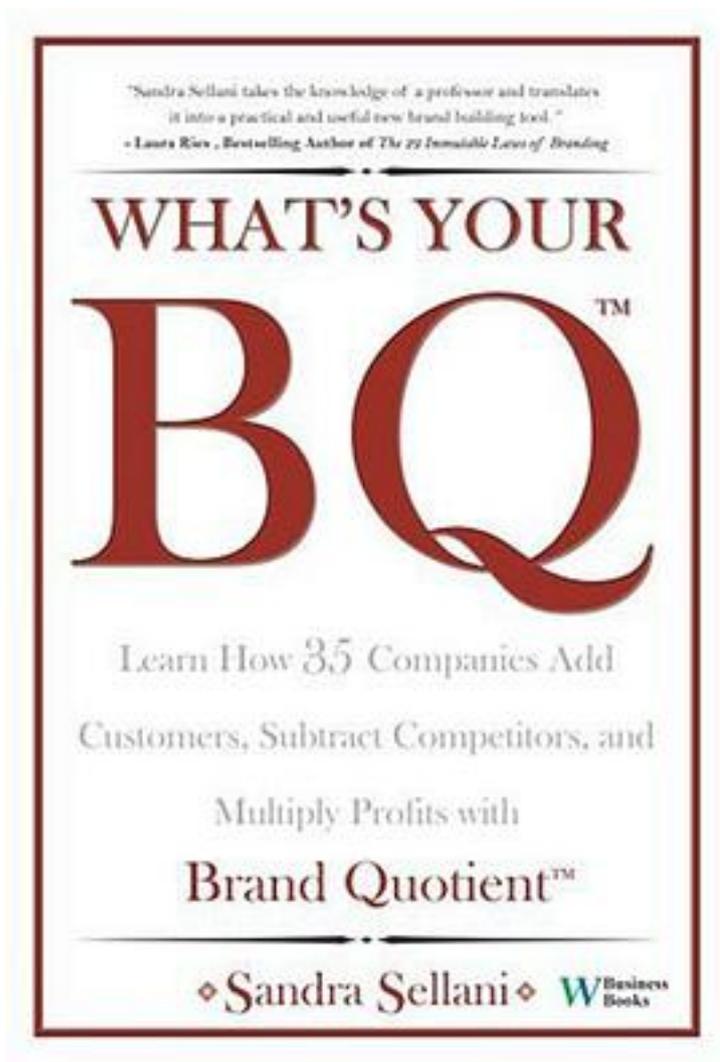


What's Your BQ?



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出版者: New Win Pub

出版时间: 2007-3

装帧: HRD

isbn: 9780832950025

What's Your Brand Quotient? It could be the most important question you can answer if you are a business leader or marketing executive in today's competitive landscape. Consider the fact that that 80 percent of new brands will fail upon introduction -another 10 percent will fail within five years. Unlike any other branding book, What's your BQ offers a practical and systematic process that you can put into action on Monday morning. Grounded in both business theory and practical application, the BQ test will teach you to how to build your brand, attract prospects, and keep competitors at bay. To further demonstrate the power of building a competitive point of differentiation in your brand, the book includes the success stories of 35 remarkable companies that have built winning brands - sometimes against all odds - and left indelible impressions in the minds of their customers and prospects. Learn by their examples, be inspired by their strategies, and build your own inimitable brand.

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