

Moment of Truth



[Moment of Truth_下载链接1](#)

著者:Bauer, Andreas (EDT)/ Bloching, Bjoern/ Howaldt, Kai/ Mitchell, Alan

出版者:Palgrave Macmillan

出版时间:2009-1

装帧:HRD

isbn:9781403998965

The authors argue that a paradigm shift is needed with regard to brand management. Many companies and organizations have seen brand management as a narrow marketing activity and this has resulted in weak brands. By contrast they argue for a holistic approach to branding with the brand at the center of a value-based approach and the focal point of business strategy. They show how to develop brand strategy and brand engagement as part of a brand-centric organization.

作者介绍:

目录:

[Moment of Truth_ 下载链接1_](#)

标签

营销

评论

[Moment of Truth_ 下载链接1_](#)

书评

[Moment of Truth_ 下载链接1_](#)