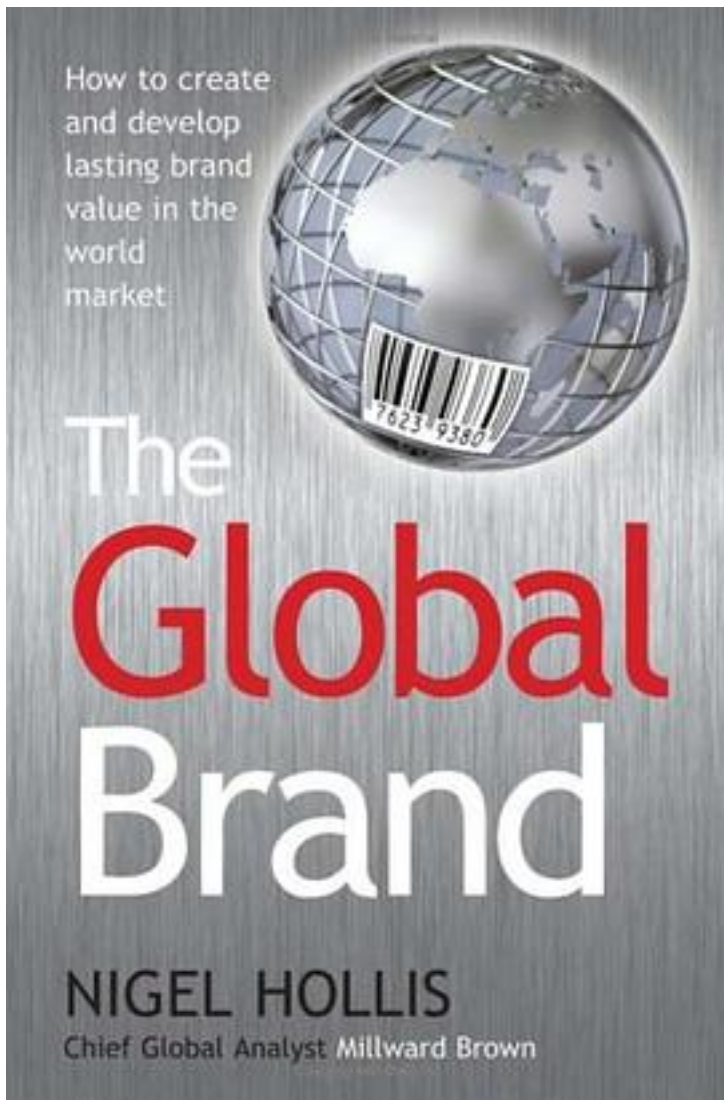


The Global Brand



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著者:Nigel Hollis

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This book offers a practical overview of brand strength which outlines five steps of customer commitment to a strong brand - Presence, Relevance, Performance, Advantage, and Bonding. Hollis is a top executive at Millward Brown, and their public relations support is guaranteed. Millward Brown has researched more brands and more ads than any other company in the field, and as of 2006, were working with 70 of "BusinessWeek's" 100 Best Global Brands. The Millward Brown Group has offices in 46 countries worldwide. With access to hundreds of powerhouse brands and their marketing histories and strategies, Millward Brown and Hollis have the experience needed to effectively sell his accessible and practical 5-step plan to customer bonding with a brand. In this practical overview of brand strength in the modern business world, Nigel Hollis presents a simple formula for determining brand strength and outlines five steps of customer commitment to a strong brand - Presence, Relevance, Performance, Advantage, and Bonding. He also analyses the future of brand-building.

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