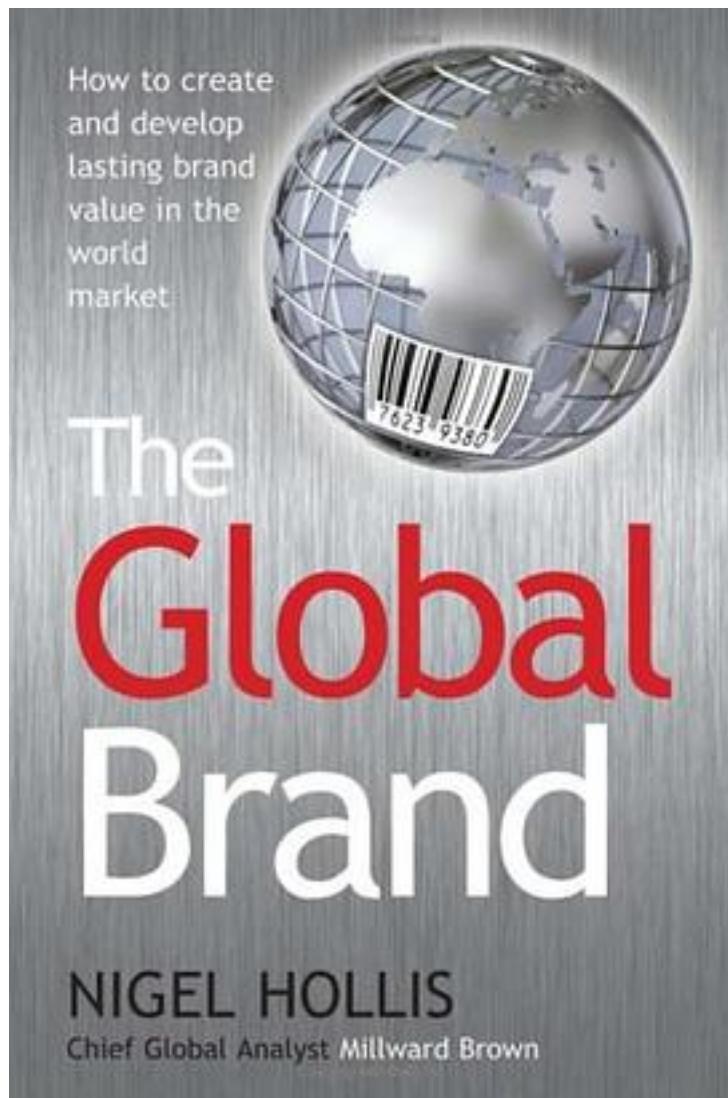


The Global Brand



[The Global Brand_ 下载链接1](#)

著者:Nigel Hollis

出版者:Palgrave Macmillan

出版时间:2010-03-02

装帧:Paperback

isbn:9780230620568

Rapid advances in modern technology present companies with quickly expanding marketing opportunities, but they also create an over-saturated business landscape that both helps and hurts brands. In this thorough investigation of brand strength in today's business world, Nigel Hollis draws on his experience at Millward Brown to present a simple formula for determining brand strength based on two axes, Presence (or familiarity) and Voltage (or marketing appeal), to illustrate the market value and performance of brands. He analyzes the five steps of customer commitment to a strong brand--Presence, Relevance, Performance, Advantage, and Bonding. Finally, Hollis emphasizes human nature as a set of constant core values that all brands should appeal to, and analyzes the future of brand-building as a profitable investment.
<http://www.theglobalbrandonline.com/>

作者介绍:

目录:

[The Global Brand_ 下载链接1](#)

标签

评论

[The Global Brand_ 下载链接1](#)

书评

[The Global Brand_ 下载链接1](#)