



Branding

By Steve Coomber

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Branding, Steve Coomber, This title features a fast track route to mastering brands and branding. It covers the key areas of branding, from developing a strong brand personality and differentiation to brand valuation and protecting your brand. It provides examples and lessons from some of the world's most successful businesses, including CocaCola, Intel, Toyota and Virgin, and ideas from the smartest thinkers, including David Aaker, Philip Kotler, John Quelch, Al Ries and Ted Levitt. It includes a glossary of key concepts and a comprehensive resources guide. "ExpressExec" is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. "ExpressExec" is organised into ten core subject areas making it easy to find the information you need: innovation; enterprise; strategy; marketing; finance; operations and technology; organizations; leading; people; and life and work. "ExpressExec" is a perfect learning solution for people who need to master the latest...



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