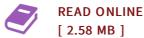




The Brand Mindset: Five Essential Strategies for Building Brand Advantage Throughout Your Company (Hardback)

By Duane E. Knapp

McGraw-Hill Education - Europe, United States, 1999. Hardback. Condition: New. Language: English. Brand New Book. A superb book with real substance and passion that could and should change your organization. A plethora of original concepts and tools illustrated in marvelous case studies provide new insight into brands and their management - David A. Aaker., E.T. Grether Professor of Marketing Strategy at The University of California at Berkeley and author of Building Strong Brands. The BrandMindset is all about building Genuine Brands; they lead with the heart, nurture with the soul and build one customer at a time - Howard Schultz, Chariman and CEP, Starbucks Coffee Company and bestselling author of Pour Your Heart Into It. The BrandMindset clearly articulates how to think like a brand which is necessary to understand before an organization can act like a brand -Dave Whitwam, Chairman and CEO of Whirlpool Corporation. After reading The BrandMindset you should not only consider changing the way you do business, but you ll have a real good idea about how to go about it - and doing so truly builds Brand Equity - Robert shulman, CEO of Copernicus and author of Marketing Myths That Are...



Reviews

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It is easy in study safer to comprehend. It can be writter in basic phrases and never confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Emmitt Harber