



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

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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 best-selling 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...



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