

<<造谣惑众的品牌>>

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内容概要

By now you know that branding is not exclusively about business identity in the form of a logo or advertising. You might recognize the Nike brand from its iconic swoosh logo. You might immediately think of McDonald ' s when you think of fast food because McDonald ' s commercials are ubiquitous, but by this point, you know that icons and awareness do not constitute a brand. You also know that big businesses are not the only brands. Your business does not have to be the size of GM, Microsoft, AOL Time Warner or Wal-Mart. Your business could be run out of your home with you as the sole employee. You could conduct business from a small office with a single assistant, or in a store with several employees. The size, scope, and location of your business does not change the fact that it ' s a brand, nor should any of these factors truly impact your brand if you ' re focusing on one-on-one relationships. Businesses are not the only brands, either. Every individual is a brand, as are organizations from non-profits to political parties to social clubs. For example, the Gates Foundation, the Red Cross, UNICEF, Make-A-Wish Foundation, Boy Scouts, Girl Scouts, Kiwanis Clubs, Rotary Clubs, Republican Party, and Democratic Party — all are brands. The concept of branding I ' ve been articulating is personal, which means everyone needs to develop one. Each category — from individuals to organizations to businesses large and small — brings with it its own brand development challenges. At the same time, however, these challenges are minimized when you understand your brand identity. Throughout this book, I have written about creating unique and memorable experiences for your customers. Chapter 2 defined a brand in terms of establishing relationships with your customers. Chapter 3 distinguished between types of experiences you can generate for your customers, and differentiated a brand experience from ones that are merely transactional or simply meet customer expectations. Chapter 4 highlighted the importance of changing your perspective to adopt your customer ' s point of view, rather than emphasize your product or service. Chapter 5 analyzed the results of changing your perspective. Chapter 6 admonished you to avoid overstating your own worth. Finally, Chapter 7 focused on the ripple effects of your actions. Thus, most of the facets of branding I ' ve been articulating since the beginning of this book have emphasized how you affect the customer ' s perceptions. In other words, I ' ve been talking about the customer ' s connection to your brand. Now I ' m going to talk about how you perceive your own brand, and about your connection to your own brand.

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作者简介

Scott Deming is an international speaker, trainer, and business consultant who delivers high-energy sales and customer service presentations and seminars to associations and corporations across the globe, over 100 times a year. He formerly ran his own nat

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