

<<The Business of Bran>>

图书基本信息

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内容概要

Brands can create value across the full spectrum of business activities – from human resources to product development and, of course, market share and customer loyalty. Successful business leaders recognise this, and brands are moving up the corporate agenda. The Business of Brands provides insight and understanding for those seeking to explore the full potential of their brands. It 's the most comprehensive survey of the brightest brand thinking from across the world, pulling together numerous sources, stories and case studies. Includes new research and analysis proving that strong brands have superior financial performance, and establishing the direct link between brand equity and shareholder value. Draws upon the world 's largest database of brand research, WPP 's BrandZ, which measures consumer attitudes towards more than 15,000 global and local brands in 28 countries and across more than 70 product categories. Illustrated with in-depth case studies, evaluating the core strategic challenges that a brand can expect to face over the course of time. Provides the vital ammunition needed to make the case for investing in a brand – this is not a ' how to ' book about creating successful branding, it 's a business book on the business value of strong brands.

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