

<<品牌Branding>>

图书基本信息

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作者：Coomber, Steve

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内容概要

Fast track route to mastering brands and branding Covers the key areas of branding, from developing a strong brand personality and differentiation to brand valuation and protecting your brand 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 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.

书籍目录

Introduction to Express Exec Introduction to Branding Definition of Terms: What Is a Brand? The Evolution of Brands The E-Dimension: E-Branding The Global Dimension The State of the Art In Practice: Branding Success Stories Key Concepts and Thinkers Resources Ten Steps to Making Branding Work Frequently Asked Questions (FAQs Acknowledgements Index

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