

Creating Powerful Brands: The strategic route to success in consumer, industrial and service markets (Bh Marketing Series)



When companies began to recognize the balance sheet value of their brands, interest grew in using brands more effectively. But there is still confusion about branding as a marketing tool. Many managers view branding incorrectly as an adjunct to promotion or as an issue relating to design. This book is intended to cut through the mystery surrounding branding and help the development of brand strategies for long-term corporate growth. When companies began to recognize the balance sheet value of their brands, interest grew in using brands more effectively. But there is still confusion about branding as a marketing tool. Many managers view branding incorrectly as an adjunct to promotion or as an issue relating to design. This book is intended to cut through the mystery surrounding branding and help the development of brand strategies for long-term corporate growth.

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