



The Brand Mindset: Five Essential Strategies for Building Brand Advantage Throughout Your Company

By Duane E. Knapp

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Brand Mindset: Five Essential Strategies for Building Brand Advantage Throughout Your Company, Duane E. Knapp, '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...



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Reviews

Very helpful to all of class of folks. This is certainly for all who statte there had not been a worthy of studying. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Jayda Lehner Jr.

Absolutely essential go through publication. It is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Sierra Lowe Sr.