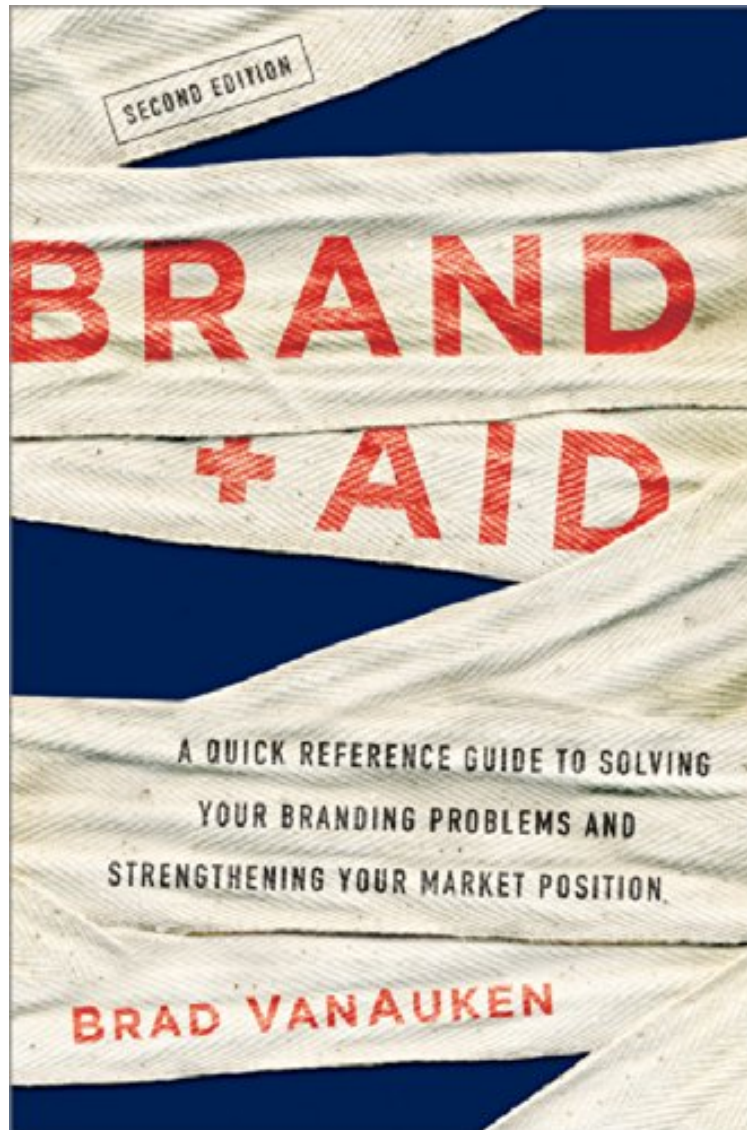


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Brad VanAuken

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Branding is more than a great logo. A brand is the essence of an organization—its DNA—impacting its continual success. It is absolutely essential to get it right. Brand managers, marketers, and executives have long turned to this trusted guide to troubleshoot their branding problems. Written by an acknowledged expert with 30 years of experience building world-class brands, Brand Aid covers topics ranging from research and positioning to brand equity management and architecture strategy. Bringing together illuminating case studies, best practices, and the latest research, this edition offers invaluable advice on every aspect of brand management including:
The 6 most powerful sources of brand differentiation
5 elements that trigger brand insistence
Turning brand strategy into advertising
Online branding
Private label brands
Creating "category of one" brands
Social responsibility, sustainability, and storytelling
60 nontraditional marketing techniques
Metrics
And more
A treasure trove of techniques, templates, and rules of thumb, Brand Aid is the ideal resource for anyone responsible for building their organization's brand.

"As a business leader, you know that every company, object, service, person or pet hoping to compete for public attention needs a brand. An enormous cottage industry has grown up around creating and improving brands, making it increasingly harder to cut through to useful, actionable information to help position your company's products or services. Just about all the information you need has been compiled in a single book. The second edition of Brand Aid includes everything from a basic introduction to brand management to advice on leveraging and measuring your brand's success."
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