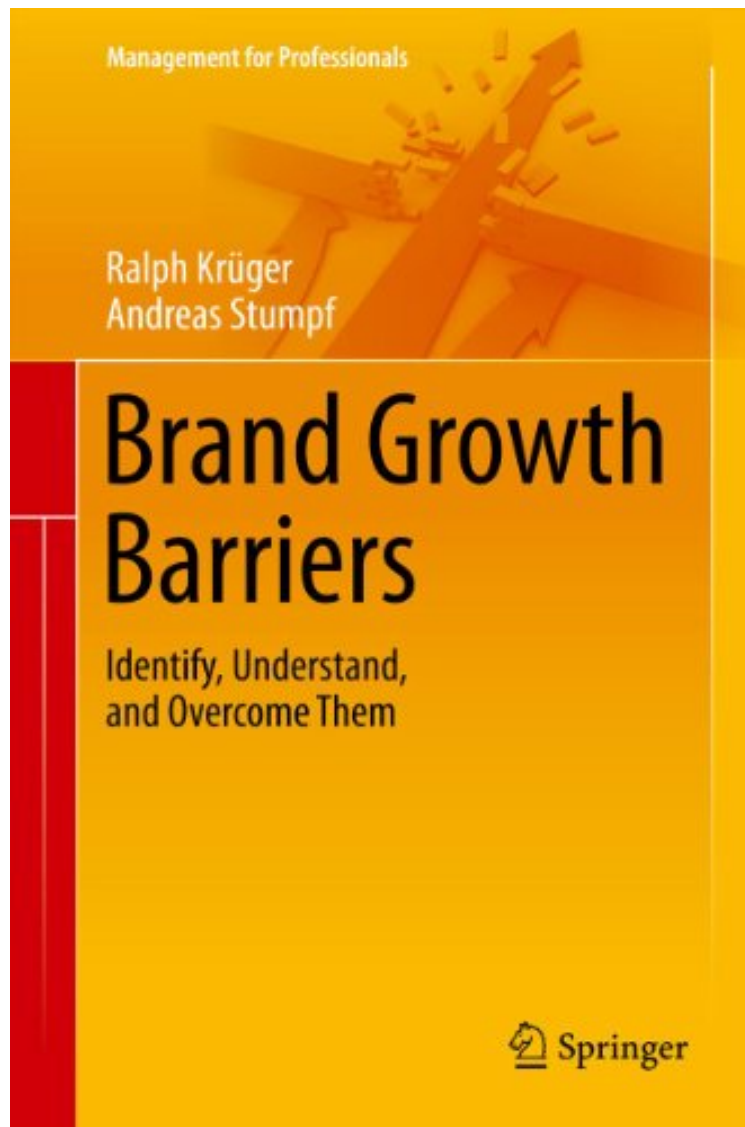


(Mobile ebook) Brand Growth Barriers: Identify, Understand, and Overcome Them (Management for Professionals)

Brand Growth Barriers: Identify, Understand, and Overcome Them (Management for Professionals)

Ralph Kruuml;ger, Andreas Stumpf
DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#3221134 in eBooks 2013-06-17 2013-06-17File Name: B00DGK3GU2 | File size: 40.Mb

Ralph Kruuml;ger, Andreas Stumpf : Brand Growth Barriers: Identify, Understand, and Overcome Them (Management for Professionals) before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand Growth Barriers: Identify, Understand, and Overcome Them (Management for Professionals):

How can a brand - whether products or services, B2B or B2C, big or small - get back onto a growth track, even in economically difficult times? According to the two brand leadership experts Ralph Krumlger and Andreas Stumpf, this can only be achieved by systematically overcoming growth barriers. In this book they present their Brand Growth Barrier Model, which makes it possible for businesses to identify, understand and overcome the barriers to and in their own brands. Case studies from well known brands of different categories, useful checklists for daily business and a clear, practical Question and Answer System on all relevant issues make this book an indispensable guide - not only for marketing experts but also for chief executives and responsible parties in sales and controlling.

About the Author Ralph Krumlger and Andreas Stumpf were Brand Managers at Procter Gamble for several years before they founded their own company Advanced Marketing Consulting in Frankfurt in 1999. Together with their team, the authors advise and support numerous national and international enterprises from the consumer goods and finance industries such as Bayer, Beiersdorf, Deutsche Bank, Nestleacute;, Pepsico, SCA and Wrigley, as well as companies active in B2B marketing and sales such as Bosch or Heraeus Kulzer. The authors' core competence lies in the systematic development of growth strategies - based on their own brand leadership approach - to generate sustainable growth for brands.