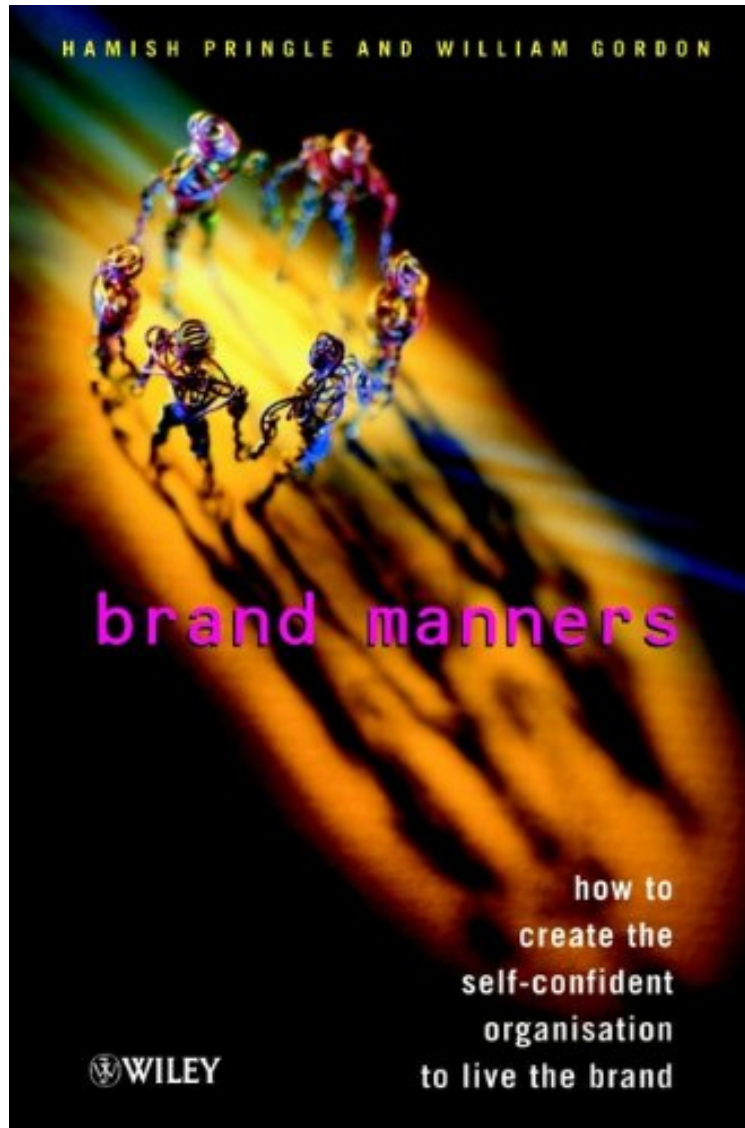


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Brand Manners: How to create the self-confident organisation to live the brand

Hamish Pringle, William Gordon
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Hamish Pringle, William Gordon : Brand Manners: How to create the self-confident organisation to live the brand before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Manners: How to create the self-confident organisation to live the brand:

3 of 3 people found the following review helpful. BEST THINKING ON BRANDS TO COME ALONG IN YEARS...By Byron There is simply no other book on this subject that comes even close to providing the new thinking, insights and perspective that Pringle and Gordon do. BRAND MANNERS should be required reading for every

executive in every organization, especially those who aspire to be leaders over the next decade. At a time when brands and branding play an increasingly more critical role to the fundamental success of every business, readers will find this a truly invaluable (and actionable) guide. 0 of 0 people found the following review helpful. Read it because it's good for you

By C.B. Stone

From the time I began until the time I finished was perhaps six months. Why so long? The book tends to be rather dry. That doesn't mean there aren't good concepts, but I was by no means riveted. I have perhaps six books on my night stand, and when I wanted to read something, I often picked up one of the other books. Still, I knew it was good for me, so I kept at it. There was an underscoring of similar principles that Simon Sinek mentions in "Start With WHY"—and this was written much earlier. (The copyright is 2001 on the hardcover edition I have.) Instead of a cone of How, What, and Why, these authors break it up into rational, emotional, political, and spiritual. It's similar but also different. Most chapters contain a real world example. While I love stories and examples in books, these tended to be six or more pages each. That's like reading an entire chapter by itself. They are easy to find because these pages have a gray background. When I came to the beginning of one of these stories, I often paused there until another day. Chapter 10 is different. The authors talk about kids and setting boundaries. It felt as though someone else wrote this. This chapter was actually quite refreshing—I liked it a lot. Chapter 12 seemed to take liberties. They cite the suicide rate in Japan, then correlate that with the suicide rate in the UK as being evidence that this is happening because of a loss of control in the workplace. I don't see the correlation. Then there is mention of celebrities on airplanes having "air rage" circumstances as being evidence that the person was not treated as an individual. Again, I don't see the correlation. I can sort of see where maybe they are related, but I feel that these concepts are being used as a basis for proof or justification, and there just isn't enough cited evidence to tie it all together. The last few chapters were tough to go wade through. The authors kept repeating concepts from different perspectives, e.g. the employee, the manager, and the customer. The concepts were already mentioned before. So, to conclude, the book contained good branding information. I am glad I finished. However, in all honesty, the book wasn't exciting. It was more like taking medicine because it's good for you. It was not a page turner like Tom Asacker's *A Clear Eye for Branding*.

12 of 13 people found the following review helpful.

brands, demythologised

By Dr David Frankel

At last, the idea that a brand is an organic and potent means not only in competitive warfare but in securing the affections and loyalties of human talent. As more and more workers work for multiple 'employers', so a recognition of the values and uniqueness of the workplace of the moment becomes urgent, even essential. Gordon and Pringle cleverly make the jump between BRAND as external tool and as a bonding mechanism for employees, alliances and customers. Brands create communities, and, in an increasingly depersonalised world, the ability for brand to anchor meaningful dialogue and community has never been more essential. The book wittily explains that brands have to be organic to take changing opportunity, environment and ever smarter customers/workers into account. For this reason, getting the brand 'right' is less important than keeping the brand contemporary and ahead of the pack. Being surpriseful (as much as strategically well-focused) is a theme of the book. Most 'brand' texts view brand as a subset of marketing and product-positioning. Brand manners, however, takes a wider view where brand and culture/identity meet, and behaviour stems from that interface. It's marketing meets human-capital. I also liked the fact that old and new economy get equal attention rather than the unrealistic tilting to the latter. Adroitly written, great cartoons, and unexpected case-studies. This makes *Brand Manners* a good book for a long plane-journey (I read mine when snowed up at Boston airport). It will be fascinating to see if Accenture (William Gordon is a VP there) will take *Brand Manners* to their heart as a guide to what their brand new brand can and might be.

How often has a company's handling of a customer's telephone call turned out to be a turn-off? How often has a customer query in the retail environment turned into a relationship-killer, rather than a loyalty-builder? No matter how good the work behind brand positioning and communication, a reputation can be ruined by one poor interaction with a customer. The challenge for any brand-focused company is to ensure that the whole organisation actually 'lives' the brand. New in paperback, *Brand Manners* is the runaway bestseller that demonstrates why a company needs, and how it can create, a branded service culture that consistently exceeds customer expectations. Drawing on a host of major case studies, Hamish Pringle and William Gordon show how any company can align its internal and external brand values to build a 'self-confident' organisation.

"...enlightening and inspiring..." (Public Relations Quarterly, Winter 2001) If you want your company to be "marketing-effective", this book should be required reading by the CEO, management and the employees." Philip Kotler

From the Inside Flap

When a firm's employees convey a brand's essence in everything they do on its behalf for its customers and other stakeholders, they can improve significantly their success in the market place. At the same time they can make the world a better place for themselves and their customers. The customer's perception of the quality of service received in a given situation is almost entirely a function of their pre-existing expectations created by the brand. Perceived brand performance depends, to a large degree, on whether these expectations were, or were not, satisfied as a result of a customer's interaction with employees in the delivery of the product of the service. Hamish Pringle and William Gordon show how an organisation can ensure a holistic delivery of the brand. The

authors have put together a solid framework that allows companies to move beyond the traditional mode of "command and control" into a new management space, that of "self-confident" organisation. Their framework allows top management to evaluate their customers' expectations of their brand and to set about creating a branded service culture that consistently exceeds them. The aim of the process is to develop a reputation for an organisation's brand that will generate customer loyalty, recruit new users, and significantly increase profitability. This book shows how a sales force, a call centre, a shop floor, a management team and an entire boardroom can be enlisted for the benefit of the brand and the company.