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Laurence VINCENT : Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand Real: How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty:

0 of 0 people found the following review helpful. I would definitely recommend this book if you want a simple and educational ...By HishaamA very well written and comprehensive book on the basics of branding. Uses plenty of relevant, real life examples, anecdotes, and case studies to keep the reading interesting and informative. There's plenty of insightful branding philosophies in here that helped me understand business situations in my professional life. I would definitely recommend this book if you want a simple and educational read.2 of 2 people found the following

review helpful. The right book for Living the BrandBy Dave KAs a brand consultant myself, the main aspect of this book that I find invaluable is the focus on a company "Living the Brand", or "walk the walk" as well as "talk the talk". If you are not familiar with this any of this brand concept, then this book is critical for you.Larry's writing style is very engaging - much more entertaining and easy read compared to many other dry brand books.Another specific aspect of this book I liked is the organization of the categories of brand positioning options - there are many ways to do this but Larry's approach in Brand Real is easy to grasp and implement.0 of 0 people found the following review helpful. The book for defining and exploring Brand MarketingBy KDTIn today's world a strong brand is sometimes all you have to distinguish yourself from the competition. How people think about your business is much more than just your logo and your TV or Print ads. How people experience your business from pre-purchase interactions to post purchase customer service -- all of it is part of your "brand". This book gives you a fundamental way to think about how to define and create your brand -- your business.I think anyone that is in charged with strategic thinking for a business should put this book at the top of their reading list. I highly recommend it.

Companies are forever being more creative in their branding strategies, building identities ranging from the warm-and-fuzzy to the ultra-cool and edgy. But it seems that many of these enterprises forgot that a brand, at its heart, is a promise to deliver. If the brand experience does not live up to that promise, customers will take their business elsewhere. Brand Real is a business strategy guide for making a brand's promise stand up at every customer touch point. Packed with proven, repeatable management practices, the book shows how to establish a clean brand architecture while avoiding the needless complexity that has tripped up many promising companies. Author Laurence Vincent presents cautionary tales of supposed brand superstars as well as instructive case studies of genuine brand giants like American Express, Apple, Cisco, Google, Qualcomm, Virgin, and others. Readers will learn how to connect the outward-facing elements of their brands—logos, advertising, imagery, communications—directly to the core elements of business strategy and forge a powerful and lasting connection with their customers.