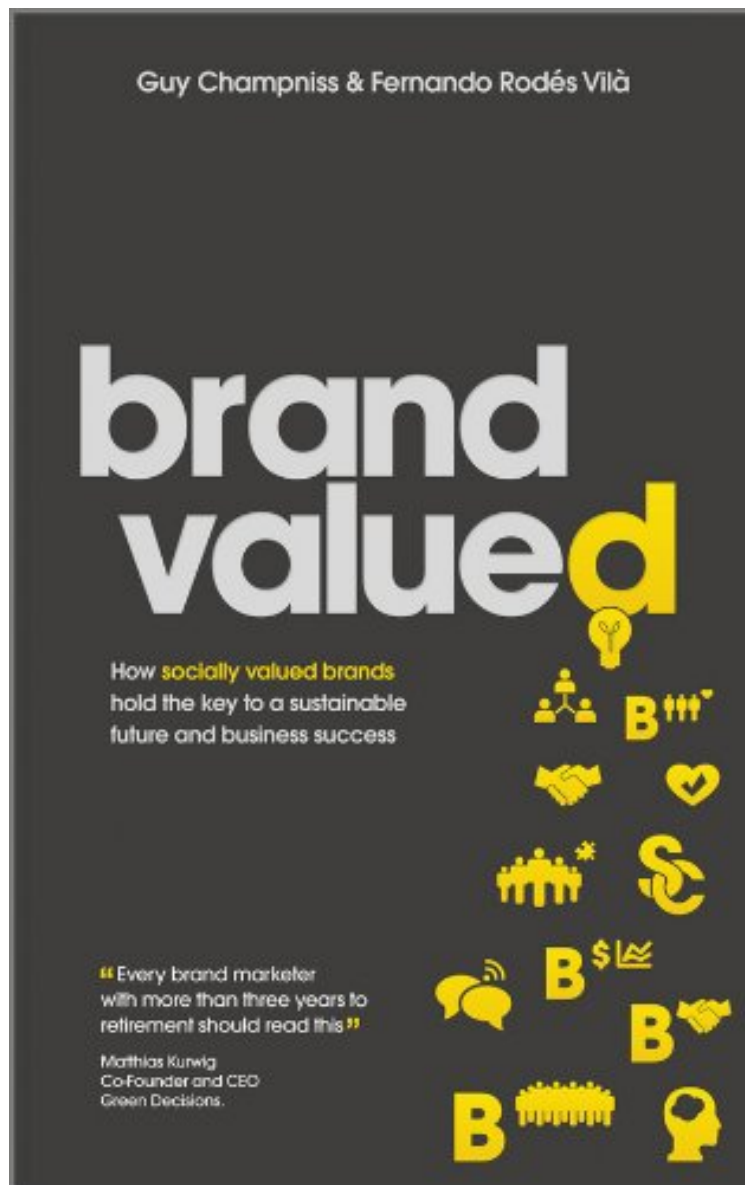


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Guy Champniss, Fernando Rodes Vila : Brand Valued: How socially valued brands hold the key to a sustainable future and business success before purchasing it in order to gage whether or not it would be worth my time, and all praised Brand Valued: How socially valued brands hold the key to a sustainable future and business success:

0 of 0 people found the following review helpful. New era in brand strategy?By IguanodonI think this book has the potential to be pretty influential in both marketing and broader business functions. Linking the general consumption debate to sustainability and trying to find a (constructive) role for business is a well-trodden route, but this book manages to take a far more thoughtful view, which seems to not only offer a clear view of what's happened to date, but more importantly what could happen next. In a way, the book's central idea is anchored around trying to explain a course of action that many in marketing may adopt in one way or another through intuition. The difference though, is that this sets up some theory and structure around intuition - and my sense is that many who manage brands would find this appealing, considering the challenges that lie ahead for advertisers.At the end the authors make a claim that the social perspective represents a new era in brand strategy. I'd have to agree: if brands are going to remain instrumental to business, and become instrumental in moving consumers towards more sustainable lifestyles, then this exploration of social worth - be that the 'engine bolts' or 'engine oil' types they talk about - is certainly valid.1 of 1 people found the following review helpful. As the line between business/personal blurs, Highly RelevantBy Bridie MurphyNot only thought provoking, but spot on utilizing research that proves people are thinking about the well being of others, not just themselves. Consumers and successful businesses alike: we're all citizens!

New techniques to refresh and recharge your brandsHow do you establish and maintain a strong long-term relationship between your brand and your consumers? Successful brand managers know that it is all about trust and keeping the consumers engaged.The success of recent "green" campaigns as a means of connecting with, satisfying, and attracting new consumers is just the tip of the iceberg. As the international playing field continues to be leveled, in order to sustain and expand their success, brand owners must interact with their customers more than ever before, forging new and stronger links, and increasing their stock of social capital.At last, there is a book that addresses the growing significance of social capital in the business world. Brand Valued explores how as the strength, depth, and quality of interactions between a brand and its customers improve, increased opportunities to demonstrate trustworthiness arise. This in turn creates a self-fulfilling cycle, wherein trust begets social capital, which begets more trust—and even shared thinking—not to mention better sales.Brand Valued will receive the full support of Havas, the fifth largest global communication and marketing services group in the world.In easy to understand terms, and using concrete examples, Brand Valued provides:The tools necessary to stimulate dialogue—and new ways of thinking—between a brand and its intended audienceMethods for extending brand messaging to wider audiencesIdeas on how to make brands the engines of social capital, getting rid of unsustainable practices to foster more sustainable patterns of consumer behaviourSuggestions for the development of a new brand strategy that reduces costs through innovative and lasting solutions to problemsUnpublished data on the role of consumer trust in new products based on research carried out by the Havas Group across over 150 brands in nine different marketsA wiki component to the book in an accompanying website.Designed to forge stronger channels of dialogue and communication with customers and consumers, the book is a must-read for anyone committed to keeping their brand relevant in the twenty-first century.