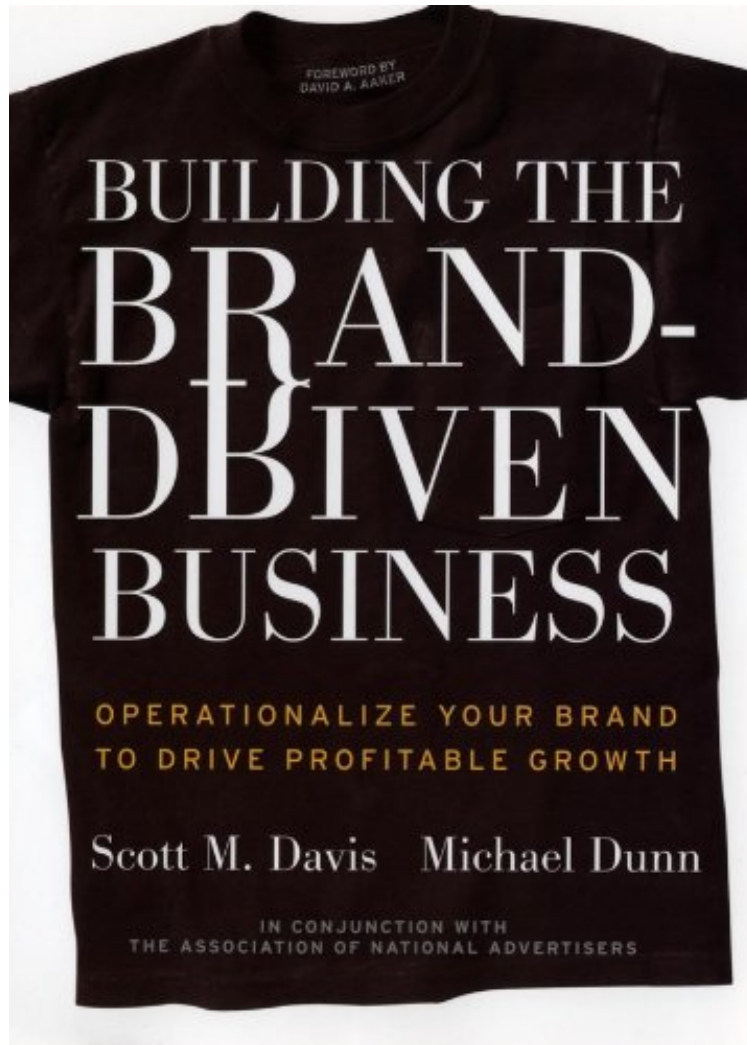


Building the Brand-Driven Business: Operationalize Your Brand to Drive Profitable Growth

Scott M. Davis, Michael Dunn
ePub | *DOC | audiobook | ebooks | Download PDF



#1587586 in eBooks 2007-12-10 2007-12-10 File Name: B001GNBYH8 | File size: 15.Mb

Scott M. Davis, Michael Dunn : Building the Brand-Driven Business: Operationalize Your Brand to Drive Profitable Growth before purchasing it in order to gage whether or not it would be worth my time, and all praised Building the Brand-Driven Business: Operationalize Your Brand to Drive Profitable Growth:

0 of 0 people found the following review helpful. A must readBy Richard GrippDefinitely a academic read but also one of the best books on brand, brand operationalizing, and the power and benefits a business achieves by becoming truly a brand driven organization.0 of 0 people found the following review helpful. excellentBy Mauricio SanabriaAn excellent guide to build a culture around a company's brand. Excellent concepts and very easy tu read and implement0 of 0 people found the following review helpful. Heavy Lifting in the Brand Development SpaceBy James M.

FlynnGreat book if you are really looking to get deep into the idea of building your brand. I'm not talking about advertising, I'm talking about Brand Development. Good stuff!

In *Building the Brand-Driven Business*, authors Scott M. Davis and Michael Dunn-- two of the nation's foremost experts on brands-- map out a strategy that can help an entire organization manage and live (not just think about) its brand. They show how to develop brand-building programs that are the most cost efficient, effective, and credible. And just as vital, they reveal how to create a brand-driven culture within an organization so that building the brand becomes everyone's job.

ldquo;hellip;This book is highly recommended for all forward-thinking executivesmdash;and those aiming to join that group.rdquo; (The Journal of Product Brand Management, vol. 14, no. 3, 2005)From the Inside Flap"Every time an employee gets to touch a customer or a customer gets to touch the brand, that company gets the opportunity to either reinforce its brand promise or totally denigrate it." In *Building the Brand-Driven Business*, authors Scott M. Davis and Michael Dunnmdash; two of the nation's foremost experts on brandsmdash; map out a strategy that can help an entire organization manage and live (not just think about) its brand. They show how to develop brand-building programs that are the most cost efficient, effective, and credible. And just as vital, they reveal how to create a brand-driven culture within an organization so that building the brand becomes everyone's job. *Building the Brand-Driven Business* shows how to recognize all of the touchpoints that affect the brand and how to take control of those touchpoints, whether at pre-purchase, during the purchase, or post-purchase. Filled with illustrative examples and case studies from many of the world's leading brands companies, such as Eastman Kodak, Bell South, General Electric, Xerox, and VISA, *Building the Brand-Driven Business* clearly demonstrates how to bring a brand to life and increase the bottom line.From the Back Cover"Scott Davis and Michael Dunn deliver a clear and realistic road map for developing a powerful brand-driven organization. A must-read for all executives wanting to infuse employees with a passion for building their brand and creating long-term sustainable growth." -- Donald F. Calhoun, executive vice president, Marketing, Wendy's International, Inc. "This book does a tremendous job of helping business executives see that business and brand strategy are indeed one and the same." -- Marc Shmuger, vice chairman, Universal Pictures "This is a wonderful book for those truly interested in building a company around great brands. A template for the great companies of the future!" -- Howard Lester, chairman of the board, Williams-Sonoma, Inc. "Building the Brand-Driven Business allows companies to build powerful brands throughout their organization and across every interaction and touchpoint the brand has with the customers and stakeholders." -- Yutaka Narita, chairman and CEO, Dentsu, Inc. "Brand building goes far beyond creating awareness of your name and your customer promise. It is a voyage of building your corporate soul and infectiously communicating it inside and outside the company to all your partners so that your customers truly get what your brand promised. Davis and Dunn successfully bring these ideas to life in this new book." -- Philip Kotler, S. C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "Thousands of books are written about brand building, but few provide detail on how it's done. Davis and Dunn do a remarkable job of translating the stories of how brand magic occurs." -- Anna Catalano, chief marketing officer, BP "Davis and Dunn have given us one of the most holistic views I have seen to date on managing the entire customer-brand relationship. This is a must- read for those who are serious about moving beyond 'traditional' brand-building approaches and into an approach of building deep, loyalty-based customer relationships." -- Tim Yaggi, senior vice president and general manager, Brand Portfolio Group, Whirlpool Corporation