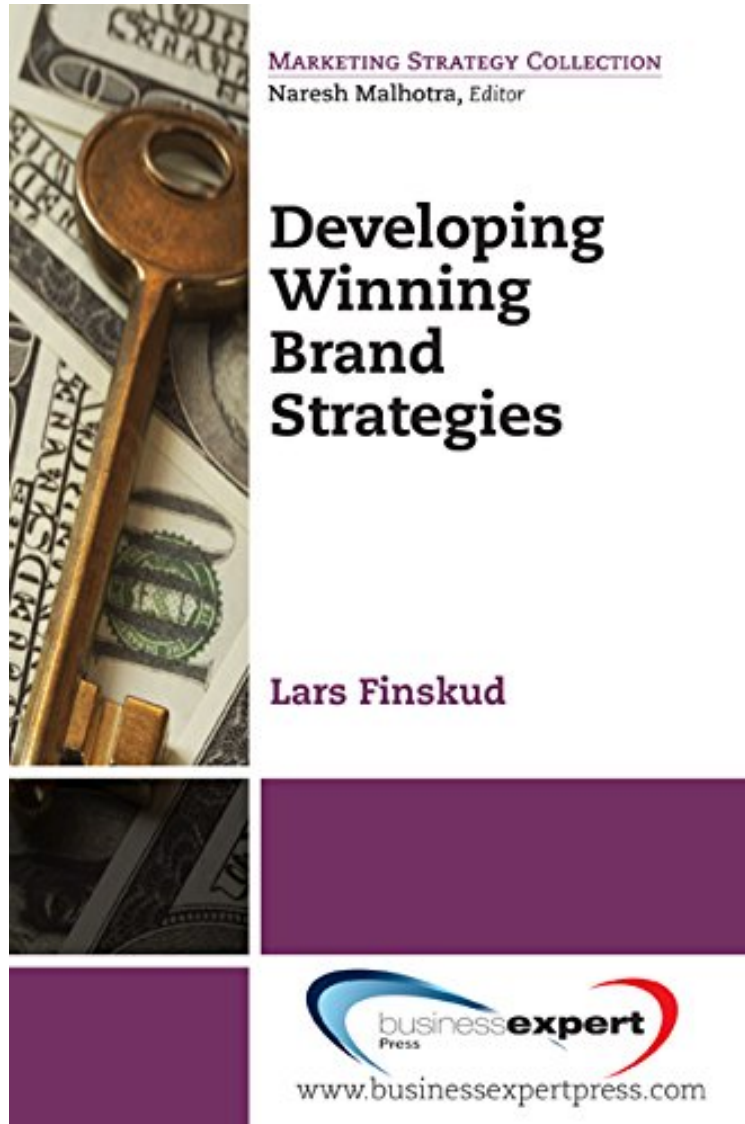


Developing Winning Brand Strategies

Lars Finskud

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This outstanding new title introduces at a high level the actual relationships between branding, strategy, and corporate performance. It provides a fresh perspective on, and approach for, developing robust customer-focused strategy and describes the important role of the brand in competing successfully for stakeholder choice. Developing Winning Brand Strategies adds significant value providing a holistic, in-depth understanding of the business dynamics and consumers'

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