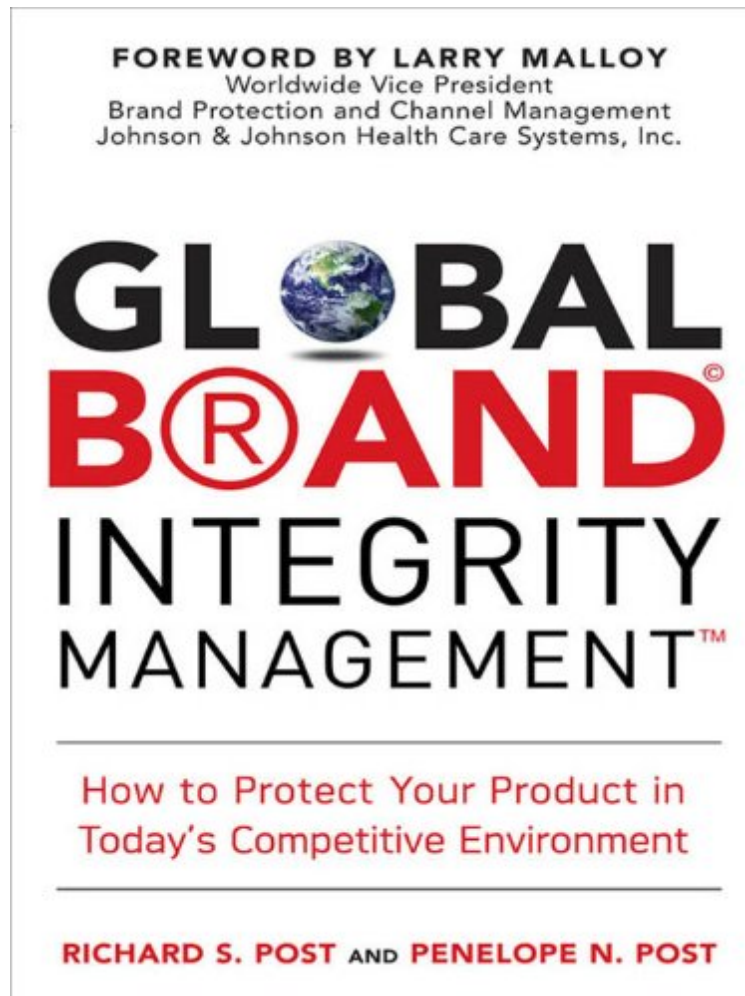


(Ebook free) Global Brand Integrity Management

Global Brand Integrity Management

Richard S. Post

*audiobook / *ebooks / Download PDF / ePub / DOC*



#2808973 in eBooks 2007-11-02 2007-11-02 File Name: B0010QI2IU | File size: 30.Mb

Richard S. Post : Global Brand Integrity Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Global Brand Integrity Management:

2 of 2 people found the following review helpful. Must-read for consumer products companiesBy CorpSecExecA few weeks ago I got hold of a copy of this book. I was especially interested in any additional information I could get regarding current thinking on how to combat Product Counterfeiting and Gray Market Diversion. What I got was a thoughtful, well-executed development of the issues and problems in the Brand Integrity arena - but most importantly, a step-by-step discussion of what to do about the problems.Up to now, attacking these issues was the provence of high-dollar consultants who charge a lot to run down culprits. The problem is that in the corporate environment these days, nobody is keen on hunting the guilty. The issue is how to keep from being victimized in the first place. Richard Post hits the nail on the head with his approach to these issues.The most important part of the book is that the overall logical approach lends itself to development of a succinct PowerPoint presentation for senior management with ample support and references to substantiate the approach that Post advocates.We are dealing with our problems using the

Post approach and it works. 1 of 1 people found the following review helpful. Gotta have it! By T. Ramar In today's digital environment, companies are looking almost exclusively to technology for protecting their sensitive and/or proprietary information. This is good for information security purposes, but it does not address the full threat left unresolved by the absence of good operations security practices. It is just as easy for your critical information (technology, process, strategic plans, etc.) to walk out the front door of your company every day, along with the related margin or brand equity losses, as it is over the network. Global Brand Integrity provides a comprehensive (organizational and technology) approach to protecting the profitability and strategic competitive advantage you have built into the brand of your company. After reading this book, you will undoubtedly look upon your own company, challenging why some of these well founded processes are not currently integrated into your product planning requirements. I don't know why this is not taught in more business schools around the world.

Does your management strategy protect your brand? Who will be the new global business leaders? Those who understand that managing brand and product integrity is crucial to long-term market and financial success. Global Brand Integrity Management presents a blueprint for protecting the core revenue-related assets of your company—brand, product, and information—in the global marketplace. Authors Richard Post and Penelope Post explain why and how to implement a brand/product integrity program, translating security practice into management principles that lower risk, ensure authenticity of products, enhance brand awareness and loyalty, and, ultimately, increase profitability and shareholder value. Among the tools for developing and maintaining your program: Questions CEOs should ask their executives about product integrity Methods for capturing the attention of employees and measuring their performance Risk profiles for key assets developed at each stage of a product's life cycle Best practices for cost-effective, day-to-day management of a brand or product International case studies that illustrate specific problems and the implementation measures taken to protect the brand or product

About the Author Richard S. Post, PhD, CPP, founded Brand Protection Associates. He has conducted major investigations around the world regarding IP theft, trade secret losses, and ethics violations. Dr. Post is a sought-after international speaker on brand protection. Penelope N. Post has worked extensively in channel management for high-tech companies. She has collaborated with Dr. Post on hundreds of crisis management situations and brand/product and information theft problems. She is also a sought-after speaker.