

[Free] Positioning the Brand: An Inside-Out Approach

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Rik Riezebos, Jaap van der Grinten

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Rik Riezebos, Jaap van der Grinten : Positioning the Brand: An Inside-Out Approach before purchasing it in order to gauge whether or not it would be worth my time, and all praised Positioning the Brand: An Inside-Out Approach:

Positioning is hot. Not only in the realm of consumer goods manufacturers, but also for other companies, institutions,

governments and even individual persons. An explosion of good quality products on the market and targeted media and advertising campaigns has led to an increasing interest from organizations as to how to strategically position their brand. Up to now, only a few books on positioning were published. *Positioning the Brand* picks up the gauntlet with an approach based on two fundamental choices: Firstly, the book was written from the perspective of the brand manager, and has therefore been shaped as a practical roadmap. Secondly, this book advocates a new stance on positioning, teaching the reader to look from the inside-out, instead of adopting the usual outside-in methodology. This inside-out approach departs from an analysis of the corporate identity, enabling better fulfilment of external positioning, and ensuring internal support. This book is intended for (future) managers, marketing professionals and communication professionals responsible for the commercial success and reputation of a brand. The contents have a practical set-up, reinforced by engaging examples, and enable the reader to individually complete a positioning process.

'At last, a book that takes the world as it is in reality: demand marketing is dead, dragging along in its demise all the marketing methods that were based on its wrong assumptions. In our post modern world desire is created by creative companies who have a strong identity, project, vision, values, and culture. Positioning must be inside-out, not outside-in.' Jean-Noël Kapferer, Professor at HEC Paris, France and author of *The New Strategic Brand Management* (Kogan Page, 2012) 'Exactly what the world of branding needs: a lucid and engaging book that demonstrates the virtue of an inside-out approach to positioning the brand.' Nicholas Ind, author of *Living the Brand* (Kogan Page, 2007) About the Author Rik Riezebos is the Managing Director of EURIB/European Institute for Brand Management, the Netherlands, and is the Managing Consultant of Brand Capital, the Netherlands. Jaap van der Grinten is Lecturer and Research Fellow at Inholland University, the Netherlands.