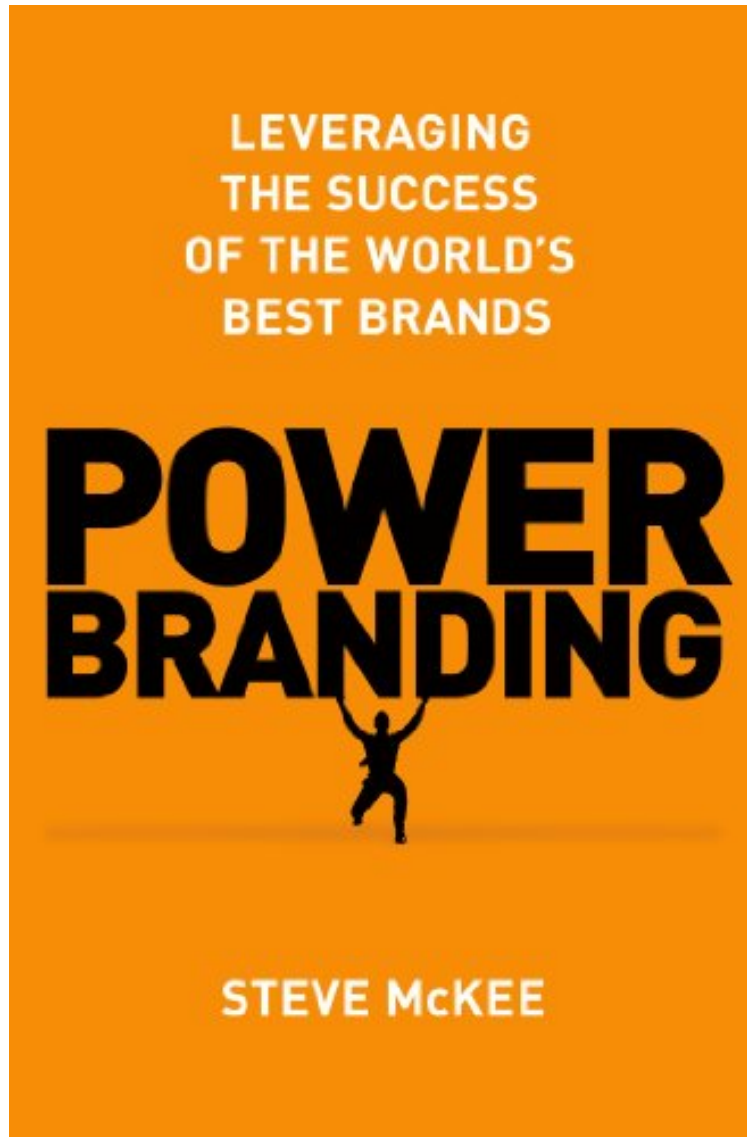


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Power Branding: Leveraging the Success of the World's Best Brands

Steve McKee

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Steve McKee : Power Branding: Leveraging the Success of the World's Best Brands before purchasing it in order to gage whether or not it would be worth my time, and all praised Power Branding: Leveraging the Success of the World's Best Brands:

4 of 4 people found the following review helpful. A must read for understanding how to represent your business or understanding the dynamics of brandingBy D. WhiteSteve McKee brings a world of experience and knowledge to the table and demonstrates that in a well-written book with excellent examples to support. I have worked with Steve in the

past and seen his methodology in practice that is described throughout these pages. I would recommend this book to anyone in marketing either as a student to professional as well as those curious to understand the unique aspects of building a brand. 7 of 7 people found the following review helpful. great read! By William S. McDonald
Chock full of interesting and entertaining anecdotes that present key marketing concepts and know-how for both experienced and beginner marketing teams. 3 of 3 people found the following review helpful. A must read for anyone building or running a business
By J. Fidel
Of the many business books published each year, this one rises to the top. The author has taken what can be complex issues and made them both understandable and applicable to anyone running or building a business regardless of the size. As a Certified Public Accountant I took away some great ideas to implement in my firm as well as to use to assist my clients in building their businesses.

Every one of the largest, most successful corporations were, at some point, mere startups. McKee explains what enables some companies to grow bigger and better, while others stumble along year after year, running but never winning the race. The difference is that the biggest and best brands aren't slaves to conventional marketing wisdom. McKee shows by example how the same, sometimes counter-intuitive, strategies used by the biggest brands can also best serve small and mid-sized companies. Among the topics explored: How can a company grow big by thinking small? Why do the best companies sometimes avoid being better? Why do brands that create the most memorable advertising stay away from focus groups? What is the secret to an effective slogan? When can admitting a negative become a positive? A diverse selection of companies provides powerful lessons, ranging from traditional icons like Coca-Cola, McDonald's, and General Motors, to new media models like Google and Facebook. This book appeals not only to time-starved executives, but also to middle managers and owners of small businesses who have a wide variety of marketing problems to address and who need to change the way they think about how to generate healthy, consistent growth.

"Both readable and wise; a rare combination; this book will be a welcome counselor to both the CMO and CEO as they look to build and nurture their most important asset; their company's brand." —Jon Iwata, SVP, Marketing and Communications, IBM
Steve McKee is masterful in taking the theoretical and making it real.
Continuing his approach from his previous informative book, *When Growth Stalls*, Steve looks at a business's most valuable but misunderstood asset, its brand, and aids readers with a look in the mirror at how they are managing theirs.
—Tommy Millner, Chief Executive Officer, Cabel's Inc.
"In *Power Branding* Steve McKee delivers a knockout that should be mandatory reading in every business school in America. This is now the definitive book on modern branding." —Jay Baer, New York Times bestselling author of *YouTilting*
"Steve McKee breaks brand strategy down into bite size pieces; with concrete examples to consider. With a simple and compelling message, Mr. McKee's book is so thought provoking that I am giving a copy to my entire senior management team."
—Stan E. Hubbard, CEO, REELZCHANNEL
"I found the book entertaining, insightful and best in class on the subject of branding. For those of us interested in building exceptional companies, Steve shows us how essential and powerful it is when we develop and communicate our brand in alignment with our Vision, Mission and Value Proposition. For leaders looking to internally inspire, motivate, and spur creativity and growth while building great cultures and lasting customer loyalty, this book is invaluable."
—Kim Bang, Former CEO, Bloomberg Tradebook
"Most business books these days either rehash the same themes or merely validate what you already know. It's refreshing to read *Power Branding* and be able to apply so many things both your customers and marketing team will appreciate."
—Jay Steinfeld, CEO/Founder, Blinds.com