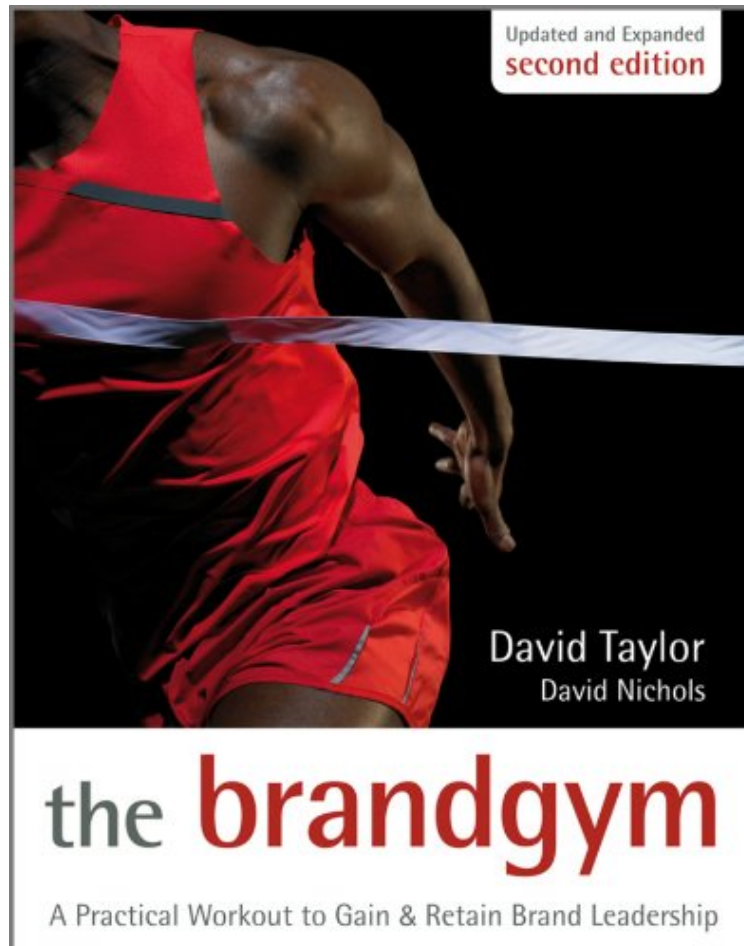


The Brand Gym: A Practical Workout to Gain and Retain Brand Leadership

David Taylor, David S. Nichols
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This refreshingly simple, practical guide demonstrates how brand management can boost business performance. It is the ideal inspiration for creating growth in today's tough economic times. Following the template of the highly successful original version, the book consists of a programme of 8 "workouts" that will help marketers raise their own game in key areas such as: insight, portfolio strategy, positioning and innovation. The tools and techniques in the book have been road-tested on over 100 brand gym projects out of the last 8 years, making this book extremely practical. Based on the inside stories of brand leaders who have achieved success: Tesco, T-Mobile, Unilever and Procter and Gamble. These companies share their tips, tricks and warn of the traps to avoid. 50% of the content is new or updated with the latest thinking on "recession proof branding", how to win when times are tough, communication briefing, growing the core business and new research with marketing directors on the key success factors of brand leaders. The authors are most influential, appearing in The Guardian, Marketing, Brand Strategy, Market Leader and The Marketer. The CIM have called David Taylor one of the "World's 50 most important marketing thinkers".

the book is well written, comprehensive, tackles the common pitfalls of brand management and inspires fresh perspectives. (B2B-Marketing.com, June 2010). A refreshingly simple, practical guide to how brand management can boost business performance. (Moving Money, September 2010). From the Inside Flap David Taylor and David Nichols have updated, expanded and improved this practical and highly acclaimed guide to boosting brand and business performance. the brand gym is like having your own personal coach to help raise your game and achieve your brand and business ambitions. A programme of step-by-step "Workouts" provides powerful tools and techniques, many new or updated, and tips on how to apply them to your business today. The comprehensive programme covers three key stages of growth creation: Foundations: getting the team focused on growth by "following the money"; then creating "insight fuel" to ignite idea generation Strategy: focusing the portfolio on your most powerful brands, and creating big brand ideas that align and energize the business Action: improving your innovation hit-rate, on both the core business and stretching into new areas. Getting more bang from your marketing investment and rallying the troops inside the organization the brand gym shares the inside story of brand leaders who have inspired and guided teams to create brand and business growth. Leaders from companies including Tesco, Cadbury's, Unilever and PG share their tips and tricks for success, and warn you of the traps to avoid. From the Back Cover This refreshingly simple, practical guide demonstrates how brand management can boost business performance. It is the ideal inspiration for creating growth in today's tough economic times. Following the template of the highly successful original version, the book consists of a programme of 8 "workouts" that will help marketers raise their own game in key areas such as: insight, portfolio strategy, positioning and innovation. The tools and techniques in the book have been road-tested on over 100 brand gym projects out of the last 8 years, making this book extremely practical. Based on the inside stories of brand leaders who have achieved success: Tesco, T-Mobile, Unilever and Procter and Gamble. These companies share their tips, tricks and warn of the traps to avoid. 50% of the content is new or updated with the latest thinking on "recession proof branding", how to win when times are tough, communication briefing, growing the core business and new research with marketing directors on the key success factors of brand leaders. The authors are most influential, appearing in The Guardian, Marketing, Brand Strategy, Market Leader and The Marketer. The CIM have called David Taylor one of the "World's 50 most important marketing thinkers".