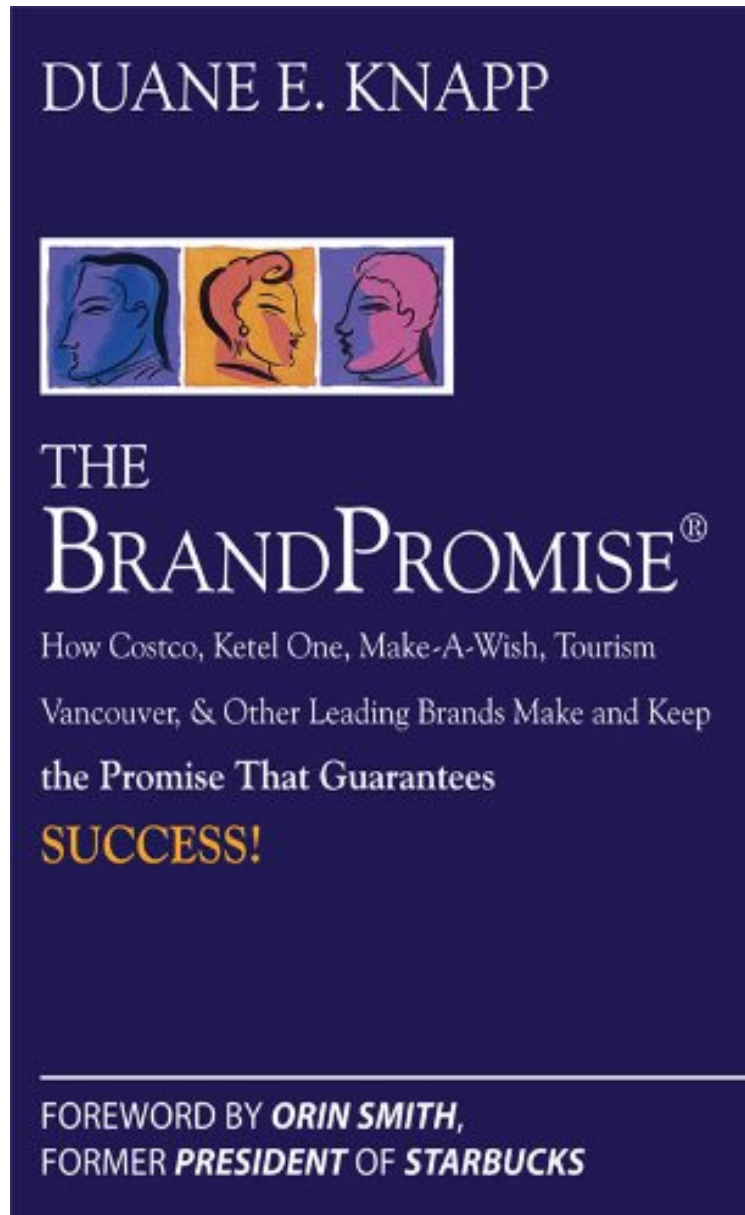


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The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success

Duane Knapp

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Duane Knapp : The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success before purchasing it in order to gage

whether or not it would be worth my time, and all praised *The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success*:

0 of 0 people found the following review helpful. A book for people serious about branding. By T. Ensign I ordered *The Brand Promise* before I had even finished reading Duane E. Knapp's first book, *The Brand Mindset*. As a statistical research analyst who had been asked to assist an internet start-up company with its branding I needed to get up to speed on current branding practices. After checking out other books on the subject I found Mr. Knapp's approach to be the most comprehensive in scope and the most solidly based on scientific principles. Of course his experience helping over 300 companies in this challenging work gave me added confidence in his techniques. *The Brand Promise* delves into the heart of the *Brand Mindset* process described in his first book, giving numerous examples of how companies successfully deploy a genuine promise to build an avid and supportive customer base. I recommend both *The Brand Mindset* and *The Brand Promise* to people ready to jump into the demanding work of building a brand, and who would like the guidance of an experienced master. 0 of 0 people found the following review helpful. This book culls out the ESSENCE of what I need to thrive in the new healthcare market and how and what to change! By Annie This book provided a needed infusion of focus to my small healthcare practice of 20 years. It helped to identify why my business has been successful, and how to modify those successful strategies without losing the essence while responding to the current economic environment. The bottom line is minding how a person FEELS - the functional and emotional benefits my patients experience as a result of my service and how it enhances their lives - and not be misdirected by rote business policies. What *The Brand Promise* does is flesh out the essence of how someone experiences your brand. If your brand is what you do, your brand promise is how a customer feels about it. And feeling good about a brand translates into brand success - the loyalty that creates long term, referring, quality customers, not just quantity. There is an excellent chapter on Personal Brand that was most significant for me as a practitioner for tuning up how I am perceived by my patients. He also makes the point that my brand promise is carried out by my staff and how to ensure that we function as a unit. I found the Brand Dictionary on page xvii and the Thought Guides to be excellent in summarizing the essential concepts of the book as I continue to tweak my brand. 1 of 1 people found the following review helpful. Less here than meets the eye By W. M. Peterson Knapp's book is a useful introduction to the concept of a brand promise if the concept itself is unfamiliar. And some of his case examples provide useful insight. His focus, drawn from his own experience, is based in the hospitality segment (hotels, restaurants) and is centered on consumer brands. Knapp does provide a useful framework for thinking about a brand promise (or a Brand Promise(c) in his trademarked terminology), and he drives home that a brand and a brand promise are much more than merely a slogan or tagline. Those are the primary reasons that the book is worth buying and reading. I didn't react well to some of the hyperbole, or to some chapters that clearly over reach. For example, the final chapter is titled "Promise Perspectives: The detailed process for building strong brands." It's barely fifteen pages long, and clearly cannot encompass a detailed and robust process for building a strong brand. The chapter does distill Knapp's approach down to an executive summary and almost to an outline. As a recap, that's helpful. But it isn't "the detailed process for creating strong brands." So the reader needs to look for the value Knapp is offering, and read past some of the distracting hyperbole. All in all, worth buying and reading. This isn't a seminal work on branding in all contexts, but it is a helpful introduction to the concept of a brand promise.

Brand expert, popular speaker, and Fortune 500 advisor Duane Knapp presents *The Brand Promise*; his secret formula for becoming a Genuine Brand. Making the right promise, keeping it, and fulfilling your Brand Promise commitment will transform your business or organization into a "one-of-a-kind" brand that customers, employees, and shareholders will trust and support for years to come. "A brand's promise is the new currency for success," says Knapp, who teaches from personal experience, having built or advised hundreds of successful brands worldwide. Duane Knapp's Promise philosophy has been highly acclaimed and extensively referenced and quoted in hundreds of publications and books. Brand success rests on three principles: 1) Provide a unique experience with products or services that enhance your customer's lives 2) Inspire employee partnership, passion, and support 3) Create a perception of exceptional value and distinctive benefits and deliver on your promise. Genuine Brands make a promise and keep it. This promise begins with a different mindset than business as usual. It's not just about doing a good job-it's about optimizing the emotional and functional benefits from a customer's perspective. *The Brand Promise* applies to every type of organization, from associations, philanthropic enterprises (charities and non-profits), and personal brands (celebrities, athletes and executives), to professional service firms (doctors), entrepreneurs, small businesses, and member-centric businesses (credit unions and co-ops). Knapp provides insights from a wide range of executives and leaders with in-depth analyses of many Genuine Brands, including Ketel One, Costco, the Make-A-Wish Foundation, Destination Marketing Association International, SAFE Credit Union, Annika Sorenstam, Callison Architecture, RK Dixon, Bartell Hotels, and Tourism Vancouver. *The Brand Promise* book reveals the secrets that all kinds of organizations including associations, philanthropic enterprises (charities and non-profits), and personal brands (celebrities, athletes and executives), to professional service firms, such as doctors, entrepreneurs, small businesses,

and member-centric businesses such as credit unions and co-ops. The BrandPromise also explains how celebrities can utilize the secrets of BrandScience to enhance their image and perceptions and features a Brand Profile on Annika Sorenstam. According to Knapp, "Annika's strategy is a perfect guide for any individual or celebrity that is interested in optimizing their success. Great stars may be born, but it's the celebrities that embrace the principles of BrandScience that enjoy long term brand success." The BrandPromise features insights from other celebrities including Oprah, Greg Norman, and Rachael Ray.

From the Back Cover Praise for The BrandPromise "As the world's largest owner of private golf and dining clubs, we strongly recommend the 'Brand Promise; Philosophy.' Without a genuine promise most businesses are likely to find themselves merely a commodity." -Eric Affeldt, President and Chief Executive Officer, ClubCorp
"Genuine Brands begin with passion and a promise; The BrandPromise is the practical guide to accomplishing both." -William L. Eldien, President and Chief Executive Officer, Nolet Spirits U.S.A./Ketel One Vodka
"If you're really sincere about creating a personal brand, The BrandPromise is your key to success." -Annika Sorenstam, President, ANNIKA
"It's more important than ever for nonprofits to make a promise. The BrandPromise provides the roadmap." -David Williams, President and Chief Executive Officer, Make-A-Wish Foundation of America
"The BrandPromise methodology is fundamental for communities that strive to create exceptional destinations for visitors, businesses, and residents." Rick Antonson, President and Chief Executive Officer, Tourism Vancouver
"Every brand needs to answer the fundamental question, 'What's our promise?' Then it should measure the delivery. The BrandPromise provides the right strategy." Warren Bryant, Chairman, President, and Chief Executive Officer, Longs Drug Stores
About the Author Duane Knapp is the Chairman and Founder of BrandStrategy, Inc. and has advised more than 300 brands in 14 countries. He is the authority on building Genuine Brands and has been a senior executive officer with Westin Hotels, Holiday Corporation (Holiday Inn, Holiday Club, Residence Inn, Perkins Family Restaurants), The Promus Companies (Embassy Suites, Hampton Inn, Homewood Suites, Harrah's Casinos), and Cinnabon World Famous Cinnamon Rolls as well as a member of many boards of directors. Duane Knapp can be contacted at www.brandpromise.com or www.brandstrategy.com