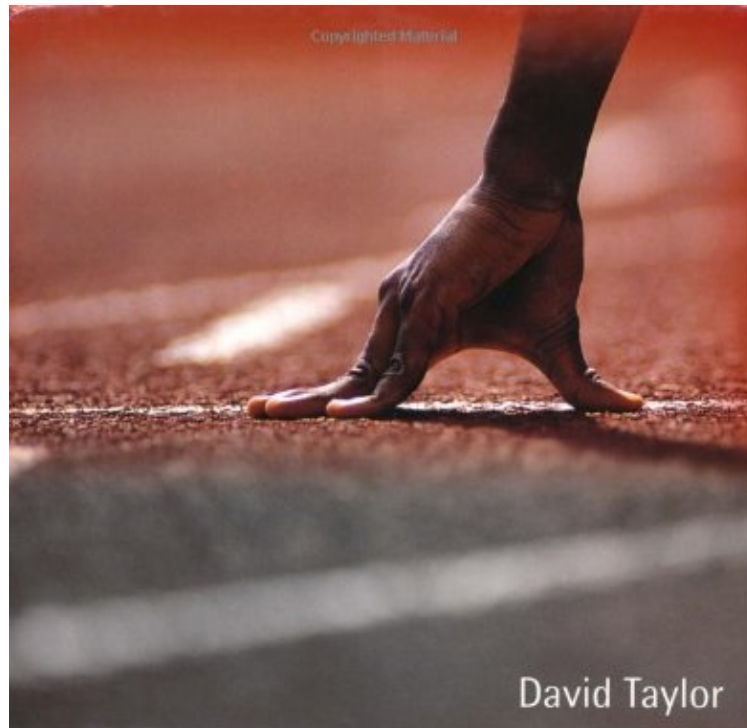


(Free) The Brandgym: A Practical Workout for Boosting Brand and Business

The Brandgym: A Practical Workout for Boosting Brand and Business

David Taylor

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the brandgym

A practical workout for boosting brand and business

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David Taylor : The Brandgym: A Practical Workout for Boosting Brand and Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Brandgym: A Practical Workout for Boosting Brand and Business:

Using the attributes from real managers and directors who have built successful brands, this book offers a practical program of "workouts" that analyze the fundamental reasons behind the success of brands across a range of business areas. It will help brand managers ensure the healthy life of their brands by focusing on the attitudes, behaviors, and techniques that make sustained brand growth happen.

"hellip;Taylorsquo;s style is refreshingly down-to-earth, with loads of advice on how to grow your own brandhellip;It

is clearly signposted; excellent chapter summaries, short exercises to reinforce what you've just read";

(Marketing, 5 December 2002) "an excellent read for someone who is starting to develop the brand of their professional practice. Overall, this is likely to be a book you'll read once, then keep digging in to from time to time when you need a little inspiration"; (PS. Advisor) From the Inside Flap David Taylor has created a simple, pragmatic and down to earth approach to how brand management can boost business performance. The Brand Gym gives you the opportunity to exercise and develop the brand management skills of you and your team. A programme of step-by-step, practical 'workouts' provides you with powerful tools and techniques, and tips on how to start applying them to your own business tomorrow. The comprehensive programme covers three key stages of growth creation: * Foundations: anchoring strategy on real business needs, then generating powerful insights, quickly and cost effectively * Strategy: a pragmatic approach to brand portfolio strategy, visioning and positioning * Action: creating a compelling and differentiated brand mix, including aligning and energizing people inside the business The Brand Gym shares the inside story of people who have achieved success in the branding world. Winning teams from leading companies such as Unilever, Blockbuster and Disney share their tips, tricks and warn you of the traps to avoid.

From the Back Cover The Brand Gym is a refreshingly simple, practical guide to brand management and how it can boost business performance. The book reveals the fundamental differences between winners and losers in the branding battle, illustrated with inside stories from Unilever, Gillette, Apple and others. A programme of eight 'Workouts' will help you raise your own game in key areas such as insight, portfolio strategy, visioning and positioning. "About time! Finally a book written by a real "been there, done that" top-flight marketing professional. A compact and concentrated guide to the techniques really used by the world's leading marketing companies." --Tom Allchurch, former .com Marketing Director, Founder and CEO Fresh Italy "A practical, up to date manual on the do's and don'ts of creating powerful brands. Full of great examples, many based on personal experience, and very easy to read. Highly recommended to all brand builders." --Anthony Simon, President Marketing, Unilever Bestfoods "David Taylor's approach is simple, pragmatic, and stretching. Spot-on for anyone who sees branding as fundamental to business performance. Not for people who want to sit in an ivory tower." --Nick Cross, Chief Marketing Officer, Egg "Give your brand and mind a workout with The Brand Gym, a practical guide to building a fitter, healthier and stronger brand." --Stephen Knight, SVP Marketing Brand Management, Walt Disney International "More like a mentor than a textbook. Refreshingly straightforward, and easy to apply immediately to day-to-day work, as I am now doing with my team." --Carol Welch, Innovation and Business Development Director, Cadbury Schweppes "A practical tool for brand teams, senior management and marketing experts alike, challenging you to focus on the right objectives." --Olivier Charriaud, Global Marketing Director, Remy Cointreau "A practical guide to brand development with sound advice on how to convert great ideas into reality." --Alex Sparks, Managing Director, Blockbuster Entertainment