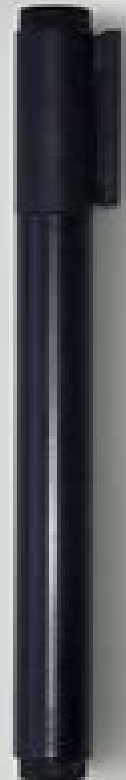


CREATING A ZESTY BRAND

BRAND STANDARDS MANUAL



PURPOSE & BENEFITS



Brand Standards Manual

David Siegel



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Global Brand Management Laurence Minsky, Ilan Geva, 2019-11-03 In today's hyper connected world any brand with a website or digital presence is global by its very definition yet in practice it takes an enormous amount of strategic planning and adaptability to successfully manage an international brand Global Brand Management explores the increasingly universal scope of brand management In an era when many brand managers will find themselves working for large multinationals operating across varied territories categories and consumer groups developing an understanding of both the opportunities and risks of multinational brands is truly essential Meticulously researched Global Brand Management shows readers how to manage an existing global brand while simultaneously equipping them with the skills to build one from scratch The text uses fascinating case studies including Oreo Harley Davidson and Xiaomi to demonstrate the challenges of maintaining a stable brand identity when operating across territories with different languages cultural values and logistics With helpful pedagogy throughout and built in features to enhance classroom learning Global Brand Management is the perfect springboard for students to appreciate enjoy and embrace the nuances and complexities of brand management on an international scale

Create the Perfect Brand Paul Hitchens, Julia Hitchens, 2010-08-27 Do you see branding as the key to the success of your business but aren't sure where to start This book written by enthusiastic experts will help you to

maximise your brand even in a downturn All aspects of branding are covered including brand creation and protection Fascinating case studies of famous brands including the disaster stories nail their advice in the real world All aspects of branding are covered including what is a brand and why it is heart soul and core of a business brands in a recession including the success stories methods to value a brand brand focus brand creation and structure brand audience and brand vision importance of creativity brand implementation personal branding brand protection trademark intellectual property brand delivery Throughout the book the authors include their own extensive experiences and guidance A multitude of fascinating case studies include Harley Davidson IKEA Aldi Lego Cadbury and the Apple iPod plus the disaster stories such as Woolworths and MFI are given throughout the book to nail the advice given in the real world Even examples of branding behaviour such as Susan Boyle banks and MPS are analysed NOT GOT MUCH TIME One five and ten minute introductions to key principles to get you started AUTHOR INSIGHTS Lots of instant help with common problems and quick tips for success based on the author s many years of experience TEST YOURSELF Tests in the book and online to keep track of your progress EXTEND YOUR KNOWLEDGE Extra online articles at www.teachyourself.com to give you a richer understanding of computing FIVE THINGS TO REMEMBER Quick refreshers to help you remember the key facts TRY THIS Innovative exercises illustrate what you ve learnt and how to use it

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