

1.	Record Nr.	UNINA990000060360403321
	Titolo	Ballons / with an introduction and notes by C.H. Gibbs-Smith
	Pubbl/distr/stampa	London : The ariel press, 1956
	Descrizione fisica	15 p., 12 tav. : ill. ; 41 cm
	Disciplina	629.133 2
	Locazione	FINBC
	Collocazione	13 AR 4 C 32
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
2.	Record Nr.	UNINA9910457422803321
	Autore	Vincent Laurence
	Titolo	Brand real [[electronic resource]] : how smart companies live their brand promise and inspire fierce customer loyalty / / Laurence Vincent
	Pubbl/distr/stampa	New York, : American Management Association, 2012
	ISBN	1-283-68847-6 0-8144-1677-2
	Edizione	[1st edition]
	Descrizione fisica	1 online resource (273 p.)
	Disciplina	658.8/27
	Soggetti	Branding (Marketing) Customer loyalty Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Description based upon print version of record.
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	Acknowledgments -- Introduction -- Reality check : it's time to move from brandlore to promising brands -- Winning the memory game -- The benefit of your brand -- Preserving brand value -- Positioning brands for context -- Brand attachment : the barefoot bandit and our

sense of self -- Expressing the promise : brand narrative, brand voice, and communications strategy -- Naming and identity development -- The touching experience : how to deliver on a promise at meaningful touch points -- Brand inside : why people are the key to your brand strategy -- Endnotes -- Index.

Sommario/riassunto

To create an exceptional brand experience, remember that sometimes less is more.
