

1. Record Nr.	UNINA990000060360403321
Titolo	Balloons / 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.