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Autore	Taylor David <1964->
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Nota di contenuto	The Brand Gym; Contents; What's new in Brandgym 2?; Overview to The Brandgym Workouts; Acknowledgments; Introduction: Being a leader; 1 Workout One: Follow the money; 2 Workout Two: Use insight as fuel; 3. Workout Three: Focus, focus, focus; 4 Workout Four: Build big brand ideas; 5 Workout Five: Grow the core; 6 Workout Six: Stretch your brand muscles; 7 Workout Seven: Amplify your marketing plan; 8 Workout Eight: Rally the troops; References; Index
Sommario/riassunto	"This refreshingly simple, practical guide demonstrates how brand management can boost business performance. It is the ideal inspiration for creating growth in today's tough economic times. Following the template of the original version, the book consists of a programme of eight "Workouts" that will help marketers raise their own game in key areas such as insight, portfolio strategy, positioning and innovation"--