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Autore	Taylor David <1964->
Titolo	Brand vision [[electronic resource]] : how to energize your team to drive business growth // David Taylor
Pubbl/distr/stampa	Chichester, West Sussex, England ; ; Hoboken, NJ, : John Wiley & Sons, c2006
ISBN	1-119-20930-7 1-282-34549-4 9786612345494 0-470-06094-8
Descrizione fisica	1 online resource (288 p.)
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Soggetti	Brand name products Product management Employee motivation 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 (p. [253] - 254) and index.
Nota di contenuto	Introduction : be a brand CEO not a strategy tourist --Search for true insight -- Create an insight springboard -- The visioning journey -- What are you going to fight for? -- Where's the sausage? -- Sizzle that sells -- Big brand ideas beats brand essence --Bring the vision to life -- Test drive your vision -- Brand-led business -- Beyond brandwashing to true engagement -- Create hero products -- Communicating without ego tripping.
Sommario/riassunto	David Taylor's third book lifts the lid on why so many brand visioning projects end in failure: an overly theoretical and complex approach he calls 'strategy tourism'. By contrast, his straightforward, no-nonsense programme will ensure that you end up with an inspiring vision and a hands-on action plan to drive growth. Designed in a highly practical format, brandvision shows how to lead your team on a step-by-step 'visioning journey' that builds engagement, energy and alignment. Powerful tips, tools and tricks help you start applying the principles to your business today: Searching fo

