

1. Record Nr.	UNINA9910145046003321
Autore	Grant John <1964->
Titolo	The brand innovation manifesto [[electronic resource]] : how to build brands, redefine markets and defy conventions // John Grant
Pubbl/distr/stampa	Chichester, England ; ; Hoboken, NJ, : John Wiley & Sons, c2006
ISBN	1-119-99503-5 1-119-20932-3 1-280-41109-0 9786610411092 0-470-02983-8
Descrizione fisica	1 online resource (330 p.)
Disciplina	658.8/27 658.827
Soggetti	Brand name products - Social aspects Brand name products - Psychological aspects Branding (Marketing) Lifestyles - Economic aspects Consumer behavior 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. [289]-293) and index.
Nota di contenuto	Cover; Contents; Acknowledgements; Introduction; SECTION I: BRAND THEORY REVISITED; SECTION II: A TYPOLOGY OF BRAND IDEAS; SECTION III: DEVELOPING BRAND STRATEGIES; References; Index
Sommario/riassunto	The days of the image brands are over, and 'new marketing' has gone mainstream. The world's biggest companies are pursuing a post-advertising strategy, moving away from advertising and investing in leading edge alternatives. In the vanguard of the revolution has been John Grant, co-founder of the legendary agency St. Luke's and author of The New Marketing Manifesto, whose radical thinking has informed a generation. Now Grant is set to stun the industry again. In The Brand Innovation Manifesto, he redefines the nature of brands, showing why old models and scales no longer work a

