Record Nr. Autore Titolo Pubbl/distr/stampa	UNINA9910159428103321 Yastrow Steve Brand Harmony : Achieving Dynamic Results by Orchestrating Your Customer's Total Experience Cork, : BookBaby, 2010 1-59079-282-3
Descrizione fisica	1 online resource (211 p.)
Disciplina	658.8/27
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Front Cover; Title Page; Copyright; Contents; Acknowledgements; How to Use This Book; 1 The Parable of the Concert; How Was Your Experience?; 2 How Brand Impressions Are Formed and Why It Matters; Everything Is Marketing; 3 Brute Force Brandingand Why It Doesn't Work; Bigger, Louder, More Clever. Who Cares?; 4 Brand Harmony; What Does It Sound Like to Be Your Customer?; 5 Designing Brand Harmony; Forget Your "Unique Selling Proposition." What's Your "Desired Brand Perception?"; 6 Be the Brand!; 7 The Will to Create Brand Harmony; Conclusion: Marketing's Copernican Revolution; Appendix EndnotesGlossary
Sommario/riassunto	Brand Harmony presents a fresh and revealing approach to branding and explains how companies of all types and sizes can achieve dynamic results by orchestrating their customers' total experience. Brand Harmony is a breakthrough concept that aligns everyone in a company to deliver a powerful, harmonious message to customers.Full of common-sense wisd

1.