

1. Record Nr.	UNINA9910453059603321
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Titolo	Basics of branding : a practical guide for managers // Jay Gronlund
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2013
ISBN	1-60649-593-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (208 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.827
Soggetti	Branding (Marketing) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2013 digital library.
Nota di bibliografia	Includes bibliographical references (pages 187-188) and index.
Nota di contenuto	1. What is branding really about? -- A classic, ubiquitous misunderstanding of "branding" -- So what really is "branding"? -- Summary -- 2. The positioning statement, emotions, and brand equity -- A simple tool, but a must for branding -- The emotional side of branding -- The ultimate: brand equity -- 3. Branding applications -- Corporate branding -- Employer branding -- Personal branding -- Global branding -- Country branding -- 4. Building strong brands -- A market-driven success -- Market research for brand development, the basics -- Innovation and idea generation for brand building -- Brand names, logos, symbols, and taglines -- Growth from brand/line extensions -- 5. Branding in the B2B world, new opportunities -- Building strong customer loyalty -- A more compelling value proposition -- How value pricing can prevent perceptions of "commoditization" -- Marketing and sales alignment, breaking down silos -- Why emotion is critical for B2B brand marketing -- 6. Marketing today: branding for digital marketing and social media -- Transformative shifts in the marketplace, consumer tastes and media -- How the internet has changed the way consumers buy -- The rise of "content marketing" -- Importance of integrated marketing -- How the role of "marketing" is changing in corporations -- Impact on branding -- Five issues to determine whether/how to market your brand in social media -- Conclusion: 20 key principles for developing strong brands -- Notes -- References -- Index.

## Sommario/riassunto

Smart branding is essential for success, yet it is often misunderstood. Developing a brand that is relevant, distinct, and emotionally compelling can be very difficult for many managers, mainly because they don't realize exactly what and how much goes into this branding process. This book will explain this process.

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