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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.
