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Autore	Mootee Idris <1958->
Titolo	60-minute brand strategist [[electronic resource]] : the essential brand book for marketing professionals // Idris Mootee
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Soggetti	Branding (Marketing) Marketing Electronic books.
Lingua di pubblicazione	Inglese
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Note generali	Includes index.
Nota di contenuto	Introduction -- All about brands -- Branding in a postmodern culture -- Strategic perspective of branding -- Managing brand value -- About the author.
Sommario/riassunto	Praise for 60-Minute Brand Strategist "A fresh take on the wisdom of putting brand strategy at the heart of corporate strategy. Brilliant insights for a fast-moving world."-Angela Ahrendts, CEO, Burberry "Idris Mootee paints a sharp, comprehensive, and finely articulated analysis of the potential of meaningful brands in the 21st century's cultural scenario and business landscape. The result is a smart manual that reminds you and your company how to build relevant, authentic, sustainable, and successful brands in an evolving society."-Mauro Porcini, Chief Design Of