

1. Record Nr.	UNINA9910463333503321
Autore	Martinez Onaindia Carlos
Titolo	Designing B2B brands [[electronic resource]] : lessons from Deloitte and 182,000 brand managers / / Carlos Martinez Onaindia & Brian Resnick
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2013
ISBN	1-299-24247-2 1-118-55443-4
Descrizione fisica	1 online resource (225 p.)
Altri autori (Persone)	Resnick Brian <1974->
Disciplina	658.8/27
Soggetti	Branding (Marketing) - Management Brand name products - Management Corporate image Logos (Symbols) - Design Trademarks - Design Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Designing B2B Brands: Lessons from Deloitte and 195,000 brand managers; Contents; Section 1: Defining it; What is branding?; What is brand identity?; B2B versus B2C branding; The "brandscape"; Brand strategy; Brand architecture; Brand purpose; Brand positioning; Brand experience; Brand engagement; Brand measurement; Section 2: Building it; Name; Tagline; Tone of voice; Logo; Color; Typography; Imagery; Composition; Iconography; Information graphics; Sound; Section 3: Using it; Business materials; Presentations; Brochureware; Magazines and newspapers; Reviews and reports; Proposals; Packaging One-time materials; Advertising; Sponsorships; Electronic communications; Websites; Mobile apps; Social Media; Audiovisuals; Office environments; Events and exhibitions; Merchandise; Section 4: Defending it; Brand asset management; Brand compliance; Brand champions; Designers and networks; Rollout strategies; Workshops and education; Evolving the system; Image credits; The authors; Index
Sommario/riassunto	"As an in-depth explanation of one organisation's brand strategy, this

guide is both fascinating and full of useful insights." - The CA magazine (UK)Get tactical insight from the top business-to-business branding experts-and gain a global presence This comprehensive manual lays out the steps necessary for creating an iconic global identity. It uses the lessons and inside knowledge of Deloitte, the world's largest professional services organization, to help other business-to-business operations deliver a high-impact, value-added brand experience. This book will
