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| Autore | Mootee Idris <1958-> |
| Titolo | 60-minute brand strategist : the essential brand book for marketing professionals // Idris Mootee |
| Pubbl/distr/stampa | Hoboken, NJ, : Wiley, c2013 Hoboken, New Jersey : , : Wiley, , 2013 |
| ISBN | 1-118-65982-1 1-118-65996-1 |
| Edizione | [1st edition] |
| Descrizione fisica | 1 online resource (x, 246 pages) : illustrations (some color) |
| Collana | Gale eBooks |
| Disciplina | 658.8/27 |
| Soggetti | Branding (Marketing) |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| 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 |