

1. Record Nr.	UNINA9910790872503321
Autore	Laidler-Kylande Nathalie <1965->
Titolo	The brand IDEA : managing nonprofit brands with integrity, democracy and affinity // Nathalie Laidler-Kylande and Julia Shepard Stenzel
Pubbl/distr/stampa	San Francisco : , : Jossey Bass & Pfeiffer Imprints, Wiley, , [2014] ©2014
ISBN	1-118-57340-4 1-118-57330-7
Edizione	[First edition.]
Descrizione fisica	1 online resource (234 p.)
Classificazione	BUS074000
Altri autori (Persone)	StenzelJulia Shepard <1964->
Disciplina	658/.048
Soggetti	Nonprofit organizations - Management Nonprofit organizations - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Praise for The Brand IDEA; Title page; Copyright page; Contents; List of Figures, Tables, and Exhibits; Foreword by Christopher Stone, president, Open Society Foundations; Introduction; PART 1: Context, Concepts, and Building Blocks; CHAPTER 1: What Is Driving the Paradigm Shift and Brand IDEA Framework; Background and Context; Social Media and Networking; Partnerships and Collaborations; A Paradigm Shift and Brand Management Mindset; Introduction to the Brand IDEA; Being in the Zeitgeist; Organizational Porosity; Open Innovation; Collective Impact Corporate Social Responsibility and Shared Value Leadership; Exponential Fundraising; Nonprofit Networking; Shifts in Monitoring and Evaluation; Summary; CHAPTER 2: What Is a Brand Anyway, and Why Should You Manage It?; What Is a Brand?; What a Brand Does; Key Differences Between For-Profits and Nonprofits; Traditional For-Profit Brand Management; The Lack of Brand Management in Nonprofits; How Does the Brand IDEA Differ from Traditional For-Profit Brand Management Models?; Mission Focus; Positioning for Clarity; Participative Engagement; Brand Equity; Trust; Partnerships; Consistency; Focus Summary CHAPTER 3: What You Need to Know: Reviewing the Building Blocks of Brand; Differentiation and Positioning; The Benefits of

Differentiation; The Importance of Positioning; Positioning for Clarity; Differentiation and Positioning for Competition or Collaboration?; Interrelation of Brand, Positioning, and Differentiation; Theories of Change; Internal Branding; Summary; CHAPTER 4: Why the Skeptics Have It Wrong: Understanding the Role and Benefits of Brand; Skepticism of Brand and Brand Management; Commercialism; Ethical Concerns; Pushback; Vanity; Impact on Partnership  
Revisiting the Paradigm Shift The Role of Brand Cycle; Cohesion; Trust; Capacity; Impact; Closing the Cycle; Summary; PART 2: Getting the Brand IDEA; CHAPTER 5: Brand Integrity; Brand Identity; Embedding Identity Within Strategy; Aligning Identity with Mission; Aligning Identity with Values; Brand Image; Addressing Multiple Audiences; Aligning Brand Identity and Brand Image; Using Brand Integrity to Support Decision Making; Challenges of Integrity; Addressing the Tendency for Image to Lag Identity; Balancing Responsiveness with Mission Focus; Resisting the Allure of Fame and Visibility  
Summary CHAPTER 6: Brand Democracy; Implementing a Participative Process; Empowering Brand Ambassadors; Using Guiding Principles Versus Strict Controls; Challenges of Democracy; Overcoming Internal Brand Skepticism; Avoiding Brand Anarchy; Gaining Organizational Support; Summary; CHAPTER 7: Brand Affinity; The Drivers of Brand Affinity; The Partnership Imperative; A Focus on External Social Goals; Characteristics of Brand Affinity; Identifying and Attracting Key Partners; Using Brand to Manage and Add Value to Partnerships and Drive Impact; Types of Brand Affinity Partnerships  
Sources of Success for Brand Affinity

---

#### Sommario/riassunto

"Offering a new framework for nonprofit brand management, this book presents the model Brand IDEA (Identity, Democracy, Ethics and Affinity). The framework eschews traditional, outdated brand tenets of control and competition largely adapted from the private sector in favor of a strategic, sector-centric approach based on pride in social mission, participatory processes, shared values, key partnerships, and the role that brand plays to create greater cohesion within organizations. The book explores in detail how nonprofit organizations worldwide are developing and implementing new ways of thinking about and managing their organizational brands"--

---