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Titolo	Expand, grow, thrive : 5 proven steps to turn good brands into global brands through the LASSO Method // Pete Canalichio
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Descrizione fisica	1 online resource (348 pages)
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Soggetti	Marketing Business & Economics - Marketing - General Sales & marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Pinning their hopes -- Choose to lead : how to succeed in the connective economy -- Lateral : beyond where they've been -- Addictive : growing to love -- Storied : the power of heritage in a world of action -- Scalable : achieving your best size -- Own-able : how you expand and stay true to your DNA -- Is your brand optimized? -- Making the decision to license -- License to operate : the future of the licensed brand -- Epilogue -- Appendix A: LASSO evaluation, questions and scoring kit ; Appendix B: LASSO methodology ; Appendix C: LASSO methodology Q&A.
Sommario/riassunto	Using powerful storytelling and unique access to the personal perspectives of top-flight marketers who have developed truly world-class business growth programs, Pete Canalichio shows us how successful marketers have extended and expanded their brands, and the challenges they have had to overcome along the way. The LASSO model (Lateral; Addictive; Storied; Scalable; Own-able) offers a simple, accessible and effective way for marketers to get their heads around the desired attributes of highly successful growth programs. With insightful advice, anecdotes and tips from leading brand licensing professionals, household names like Coca-Cola and Disney, senior marketers and inspiring individuals, Canalichio has created a measured

and proven "Think Big, Get Big" framework to truly help your brand first expand, grow successfully, and ultimately thrive.
