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Titolo	Brand real : how smart companies live their brand promise and inspire fierce customer loyalty // Laurence Vincent
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Soggetti	Branding (Marketing) Customer loyalty
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Acknowledgments -- Introduction -- Reality check : it's time to move from brandlore to promising brands -- Winning the memory game -- The benefit of your brand -- Preserving brand value -- Positioning brands for context -- Brand attachment : the barefoot bandit and our sense of self -- Expressing the promise : brand narrative, brand voice, and communications strategy -- Naming and identity development -- The touching experience : how to deliver on a promise at meaningful touch points -- Brand inside : why people are the key to your brand strategy -- Endnotes -- Index.
Sommario/riassunto	To create an exceptional brand experience, remember that sometimes less is more.