

1. Record Nr.	UNINA9910826465603321
Autore	Taylor David <1964->
Titolo	The brand gym : a practical workout to gain and retain brand leadership // David Taylor and David Nichols
Pubbl/distr/stampa	Chichester, U.K., : Wiley, 2010
ISBN	0-470-97133-9 1-119-20860-2 1-282-93952-1 9786612939525 0-470-66504-1
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (259 p.)
Altri autori (Persone)	NicholsDavid <1967->
Disciplina	658.8/27
Soggetti	Brand name products Product management
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	The Brand Gym; Contents; What's new in Brandgym 2?; Overview to The Brandgym Workouts; Acknowledgments; Introduction: Being a leader; 1 Workout One: Follow the money; 2 Workout Two: Use insight as fuel; 3. Workout Three: Focus, focus, focus; 4 Workout Four: Build big brand ideas; 5 Workout Five: Grow the core; 6 Workout Six: Stretch your brand muscles; 7 Workout Seven: Amplify your marketing plan; 8 Workout Eight: Rally the troops; References; Index
Sommario/riassunto	"This refreshingly simple, practical guide demonstrates how brand management can boost business performance. It is the ideal inspiration for creating growth in today's tough economic times. Following the template of the original version, the book consists of a programme of eight "Workouts" that will help marketers raise their own game in key areas such as insight, portfolio strategy, positioning and innovation"--