

1. Record Nr.	UNINA9910453059603321
Autore	Gronlund Jay.
Titolo	Basics of branding : a practical guide for managers // Jay Gronlund
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2013
ISBN	1-60649-593-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (208 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.827
Soggetti	Branding (Marketing) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2013 digital library.
Nota di bibliografia	Includes bibliographical references (pages 187-188) and index.
Nota di contenuto	1. What is branding really about? -- A classic, ubiquitous misunderstanding of "branding" -- So what really is "branding"? -- Summary -- 2. The positioning statement, emotions, and brand equity -- A simple tool, but a must for branding -- The emotional side of branding -- The ultimate: brand equity -- 3. Branding applications -- Corporate branding -- Employer branding -- Personal branding -- Global branding -- Country branding -- 4. Building strong brands -- A market-driven success -- Market research for brand development, the basics -- Innovation and idea generation for brand building -- Brand names, logos, symbols, and taglines -- Growth from brand/line extensions -- 5. Branding in the B2B world, new opportunities -- Building strong customer loyalty -- A more compelling value proposition -- How value pricing can prevent perceptions of "commoditization" -- Marketing and sales alignment, breaking down silos -- Why emotion is critical for B2B brand marketing -- 6. Marketing today: branding for digital marketing and social media -- Transformative shifts in the marketplace, consumer tastes and media -- How the internet has changed the way consumers buy -- The rise of "content marketing" -- Importance of integrated marketing -- How the role of "marketing" is changing in corporations -- Impact on branding -- Five issues to determine whether/how to market your brand in social media -- Conclusion: 20 key principles for developing strong brands -- Notes -- References -- Index.

Sommario/riassunto Smart branding is essential for success, yet it is often misunderstood. Developing a brand that is relevant, distinct, and emotionally compelling can be very difficult for many managers, mainly because they don't realize exactly what and how much goes into this branding process. This book will explain this process.

2. Record Nr.	UNINA9910786979203321
Autore	Diamante Thomas
Titolo	Effective interviewing and information gathering [[electronic resource]] : proven tactics to improve your questioning skills // Thomas Diamante
Pubbl/distr/stampa	[New York, N.Y.] (222 East 46th Street, New York, NY 10017), : Business Expert Press, 2013
ISBN	1-60649-437-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (168 p.)
Collana	Human resource management and organizational behavior collection, , 1946-5645
Disciplina	158.39
Soggetti	Interviewing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2013 digital library.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Foreword -- Acknowledgments -- List of contributors -- A note to readers, complementing research with practice -- 1. Know your destination, map your path, and travel well -- 2. Interact, discover, and reflect -- 3. Uncover, reveal, and authenticate -- 4. The inference is the difference -- Index.
Sommario/riassunto	This book is an invaluable, instructional field manual for any professional who needs to obtain and interpret information gathered directly by and from people, without recourse to a technological intermediary, such as online search. In the role of interviewer, interrogator, or evaluator, there are many opportunities to get it wrong. Good information can go bad ... bad information can go good, but for the wrong reasons. Either way, without an understanding of process and context, free-standing information runs the risk of sending one in the wrong direction. As advanced as our information-gathering

technology may be, it is still impossible to get inside the head of an interviewee by conducting a Google search; so hit them with the tactics spelled out in this book instead in order to protect yourself from being sent in the wrong direction.
