

1. Record Nr.	UNINA9910830782003321
Autore	Bruce Duncan <1951->
Titolo	Brand enigma [[electronic resource]] : decoding the secrets of your brand // Duncan Bruce and David Harvey
Pubbl/distr/stampa	Chichester, England ; ; Hoboken, N.J., : Wiley, c2008
ISBN	1-119-20720-7 1-282-93958-0 9786612939587 0-470-74181-3
Edizione	[1st edition]
Descrizione fisica	1 online resource (346 p.)
Altri autori (Persone)	HarveyDavid <1945->
Disciplina	658.8/27 658.827
Soggetti	Branding (Marketing) Business names Corporate image Organizational effectiveness Creative ability in business
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	Getting the best from this book -- Nightmares and dreams: the new world of brands -- Enduring myths, new challenges, and realities -- How the brand dream process took shape -- Fitting the pieces together: the brand dream model -- Taking the brand dream medicine -- Deconstructing brands: a new way of sussing out the competition -- Engaging staff in the employer brand -- A web of threats and opportunities -- An inspirational approach to innovation -- Renewing the dream.
Sommario/riassunto	Brand Enigma provides a refreshing antidote to tired, conventional approaches to business development, marketing and innovation. The premise for this book is that the brand embodies the spirit of the business and, properly understood, can enable the enterprise to raise innovation, business development and performance to new levels. Based on a proven method for deconstructing and rebuilding brands,

the book outlines an alternative but stimulating, and highly effective method of putting the brand at the centre of the business. At the heart of this approach is the Brand Dream
