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Titolo	Taking brand initiative : how companies can align strategy, culture, and identity through corporate branding // Mary Jo Hatch, Majken Schultz ; foreword by Wally Olins
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Altri autori (Persone)	SchultzMajken
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Soggetti	Corporate image Corporate culture Branding (Marketing)
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references (p. 247-249) and index.
Nota di contenuto	What is corporate branding? -- The value of brands -- Who are you? -- Diagnosing your corporate brand -- Managing corporate brands as organizations grow -- The influence of employees and their cultures -- Through stakeholders' eyes -- Aligning vision, culture, and images -- Getting into enterprise branding : catching the third wave.
Sommario/riassunto	Taking Brand Initiative offers a revolutionary approach to corporate branding that looks beyond the marketing value of brands company-to-customer and the HR significance of brands company-to-employee. It places the management of brands at the senior level of management as it radiates throughout the organization. In this groundbreaking book, international branding thought leaders, Mary Jo Hatch and Make Schultz explain how a company's brand is just as important to OutsidersONpoliticians, suppliers, and analysts as it is to company insiders. They show how only the corporate brand can integra