

1. Record Nr.	UNISA990002865620203316
Autore	QUITIN, Yves
Titolo	Les fusions-acquisitions aux USA / Yves Quintin
Pubbl/distr/stampa	Bruxelles : Bruylant, 2005
ISBN	2-8027-2050-3
Descrizione fisica	X, 338 p. ; 24 cm
Disciplina	346.7306626
Soggetti	Societa commerciale - Fusione - Diritto - Stati Uniti d'America
Collocazione	XXV.3.N 101 (IG XXI 1063)
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9911019909703321
Autore	Bruce Duncan <1951->
Titolo	Brand enigma : decoding the secrets of your brand // Duncan Bruce and David Harvey
Pubbl/distr/stampa	Chichester, England ; ; Hoboken, N.J., : Wiley, c2008
ISBN	9786612939587 9781119207207 1119207207 9781282939585 1282939580 9780470741818 0470741813
Edizione	[1st edition]
Descrizione fisica	1 online resource (346 p.)
Altri autori (Persone)	HarveyDavid <1945->
Disciplina	658.8/27
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