

Brand Management In A Week How To Be A Successful Brand Manager In Seven Simple Steps

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Brand Management In A Week

Brand Management In A Week is a simple and straightforward guide to building a strong brand, giving you everything you really need to know in just seven short chapters. From the conceptual and planning stage through to implementation and sustainability, you'll find tips and insights gained from decades of industry experience to help you jump-start your brand and give you the tools and confidence to manage it through the hurdles of the business landscape.

Brand Management In A Week: How To Be A Successful Brand ...

Written by Paul and Julia Hitchens, leading experts on corporate brand strategies, this book quickly teaches you the insider secrets you need to know to in order to successfully manage your brand. The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in.

Brand Management In A Week: How To Be A Successful Brand ...

Each of the seven chapters in Brand Management In A Week covers a different aspect: - Sunday: Determine your brand focus - Monday: Define your brand strategy - Tuesday: Express your brand through its identity - Wednesday: Evolve your brand culture - Thursday: Build your employer brand - Friday: The importance of design - Saturday: Sustaining the brand

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Brand Management in a Week: How to be a Successful Brand Manager in Seven Simple Steps by Paul Hitchens (9781473627550)

Brand Management in a Week: How to be a Successful Brand ...

The ability to manage your brand successfully is crucial to anyone who wants to advance their career. Written by Paul and Julia Hitchens, leading experts on corporate brand strategies, this book quickly teaches you the insider secrets you need to know to in order to successfully manage your brand. The highly motivational 'in a week' structure of the book provides seven straightforward chapters ...

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