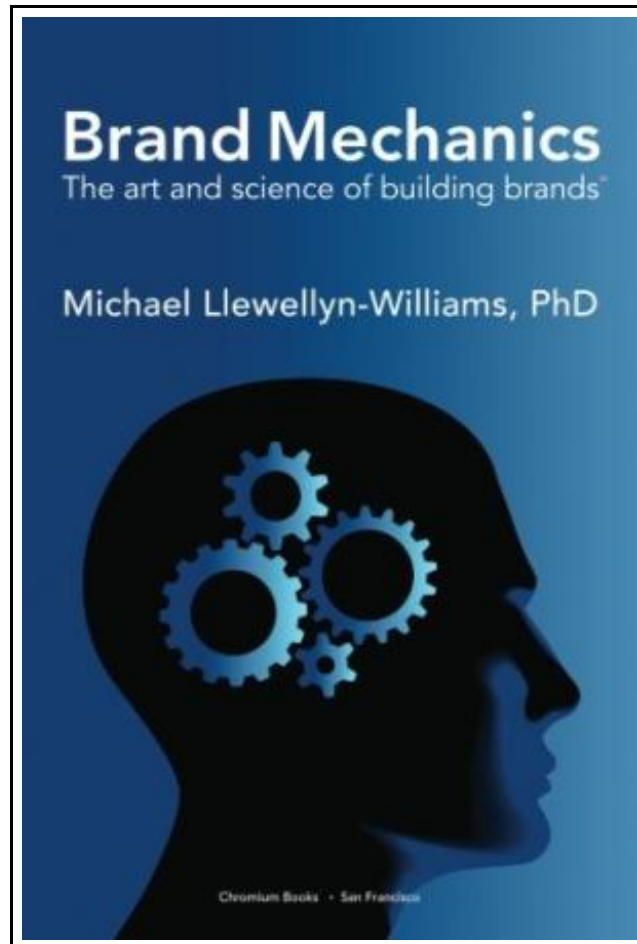


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BRAND MECHANICS: THE ART AND SCIENCE OF BUILDING BRANDS



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Chromium Books, United States, 2013. Paperback. Book Condition: New. 228 x 162 mm. Language: English . Brand New Book ***** Print on Demand *****.A practical step-by-step guide to the art and science of building brands without the fluffy nonsense and BS. As one of the author s clients put it, Forget the touchy-feely stuff. This is the real deal. This book describes in detail the breakthrough BrandMechanics(r) proprietary FBE methodology based on a simple step-by-step process for creating a powerful brand strategy and includes many examples, across dozens of market categories, of how to get it right and avoid getting it wrong. For the first time in print, the author reveals the secrets behind the remarkable process that has generated hundreds of thousands of dollars in revenue from clients in the U.S., U.K., Europe, Asia and Canada, including Disney, Toyota/Scion, Visa, AOL, Boston Consulting Group, Miller Brewing, City of San Jose, McDonald s, Hewlett-Packard, Accenture, Tomb Raider/Lara Croft, Mandalay Bay Resort Casino, Pentax Cameras and many others. Also revealed is the shocking truth about the many high-priced advertising and digital agencies, design studios and consulting firms who charge their clients small fortunes for brand strategy development while regularly outsourcing the work and paying a fraction of what they charge, and often delivering an immersion in the brand without actually defining its Essence. This book is a must-read for anyone involved in the marketing and branding business - from Fortune 500 CEOs to students considering a career in the industry.



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