



Brand Is Destiny: The Ultimate Bottom Line (Paperback)

By Marc H Rudov

Mhr Enterprises, United States, 2017. Paperback. Condition: New. Language: English. Brand new Book. Written for CEOs and entrepreneurs, this powerful book explains how and why a brand (not a product or technology) establishes your company's purpose and direction -- and is, therefore, its destiny and ultimate bottom line. CEOs and entrepreneurs will learn why: Sears went from leader to loser IBM's revenues shrank 19 quarters in a row Apple's new spaceship HQ will kill its brand Unions impede the success of value-based healthcare Political correctness is a brand-killer Beauty is not in the eye of the beholder Trump almost lost the election Super Bowl advertising is a total waste of money Millennials are bad for business. Any chief executive who ignores or dismisses my advice in Brand Is Destiny will subject his or her company to a journey of aimless drifting and eventual crashing.

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