

Don't Mess with the Logo: The Straight Talking Bible of Branding



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Reviews

Good e-book and useful one. It typically does not expense an excessive amount of. I am just delighted to tell you that this is basically the finest book we have read during my very own existence and could be he best ebook for actually.

(Audra Hodkiewicz)

DON'T MESS WITH THE LOGO: THE STRAIGHT TALKING BIBLE OF BRANDING



Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Don't Mess with the Logo: The Straight Talking Bible of Branding, Andy Milligan, Jon Edge, "Jon and Andy lay out a road-map for great brand management, packed with the essentials of brand theory and practical tips to make it happen. It does for brand management what the Haynes workshop manuals do for cars." Peter Gowers, Chief Executive, InterContinental Hotels Group, Asia-Pacific "Brands are about difference and personality. This book really is different. It makes you think and makes you smile!" Peter Fisk, The Genius Works "Branding isn't rocket science but it sometimes pretends to be. Here's a book without such pretensions, a book to make you smile, learning while you smile." John Simmons, Director, The Writer "an enjoyable read full of practical tips. There is far too much jargon in business generally and in branding and communications in particular, this book is an entertaining antidote to that" Mike Lee, OBE, CEO Vero Communications Humorous, practical and everything you need to know about branding. This is a different kind of business book. You will find no jargon or dense, theory-laden text. Building a brand with impact is one of the most important tasks that any business faces. Few people understand how to actually go about creating an effective brand. This book is a no holds barred guide to what brand building is, what it isn't and exactly what you have to do to build your brand. Be inspired by real-life stories from the people who did and didn't mess with their logo and succeeded or failed as a result. Read the stories from big-name brands like Orange, M&S, Red Bull, Apple, Innocent, PwC and FCUK. There are numerous brand books but they either fall into the dull, worthy and theoretical which nobody reads...



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