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



Filesize: 8.89 MB

Reviews

The ebook is not difficult in read through easier to comprehend. Of course, it is perform, nonetheless an interesting and amazing literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Dr. Haylee Grimes PhD)

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 abook 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 bigname 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...



Read Don't Mess with the Logo: The Straight Talking Bible of Branding Online Download PDF Don't Mess with the Logo: The Straight Talking Bible of Branding

You May Also Like



A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English. Brand New Book ***** Print on Demand *****. The ultimate learn-by-doing approach Written for beginners, useful for experienced developers who want to...

Download Book »



A Parent s Guide to STEM (Paperback)

U.S. News World Report, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English. Brand New Book ***** Print on Demand *****. This lively, colorful guidebook provides everything you need to know...

Download Book »



The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to...

Download Book »



The Preschool Inclusion Toolbox: How to Build and Lead a High-Quality Program (Paperback)

Brookes Publishing Co, United States, 2015. Paperback. Book Condition: New. 274 x 213 mm. Language: English . Brand New Book. Filled with tips, tools, and strategies, this book is the comprehensive, practical toolbox preschool administrators...

Download Book »



Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. From a certified teacher and founder of an online tutoring website-a simple and...

Download Book »