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The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success (Hardback)

By Duane E. Knapp

McGraw-Hill Education - Europe, United States, 2008. Hardback. Condition: New. Language: English . Brand New Book. Brand expert, popular speaker, and Fortune 500 advisor Duane Knapp presents The BrandPromise (R), his secret formula for becoming a Genuine Brand. Making the right promise, keeping it, and fulfilling your BrandPromise commitment will transform your business or organization into a one-of-a-kind brand that customers, employees, and shareholders will trust and support for years to come. A brand s promise is the new currency for success, says Knapp, who teaches from personal experience, having built or advised hundreds of successful brands worldwide. Duane Knapp s Promise philosophy has been highly acclaimed and extensively referenced and quoted in hundreds of publications and books. Brand success rests on three principles: 1) Provide a unique experience with products or services that enhance your customer s lives 2) Inspire employee partnership, passion, and support 3) Create a perception of exceptional value and distinctive benefits and deliver on your promise. Genuine Brands make a promise and keep it. This promise begins with a different mindset than business as usual. It s not just about doing a good job-it s about optimizing the emotional and functional benefits from a customer...



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