



Brand Stretch: Why 1 in 2 extensions fail, and how to beat the odds: A brandgym workout

By Taylor, Dave

Wiley, 2004. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Preface. Acknowledgements. 1. Brand stretch - or brand ego trip? Extension advantages. So why does the success rate suck? Virgin: The biggest ever brand ego trip? Shotgun weddings. Quitting the brand ego trip. Brand added value. Dove: Brand added value in action. The Brand Stretch workout. Key takeouts. Checklist 1: Brand Stretch - or brand ego trip? 2. Step One: Strengthen the core. In shape to stretch? The heart of a healthy brand. Anchoring the core range. Bud and Bud Light: Sun and planets. Risky business. Tango: Taking the eye off the orange ball. Key takeouts. Checklist 2: Strengthen the core. 3. Step Two: Vision. GPS for brands 30 The masterbrand challenges. Less myopic marketing. Blockbuster: Out of the video box. Climbing the brand ladder. Pampers: From bottoms to babies. Axe: Ladders and snakes. Elastic brands. Key takeouts. Checklist 3: Vision. 4. Step Three: Ideas. Start close to home. Moving out. Innovation shortcuts. The fairytale world of innovation. Starbucks' Frappuccino: Real world innovation. Innokill survival kit. Key takeouts. Checklist 4: Ideas. 5. Step Four: Focus. Meet the seven dwarves. Heroes or zeroes? Bertolli: Virtual...



READ ONLINE
[3.69 MB]

Reviews

It is an remarkable pdf that I actually have actually read. It really is packed with knowledge and wisdom I am very happy to tell you that this is the finest ebook i actually have go through during my very own life and may be he very best book for actually.

-- **Hailey Jast Jr.**

It in a of my personal favorite ebook. It is probably the most awesome publication i have read through. You wont really feel monotony at anytime of the time (that's what catalogs are for regarding in the event you check with me).

-- **Juliet Kertzmann**

See Also



The Perfect Name : A Step

Book Condition: Brand New. Book Condition: Brand New.



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How can inclusive early educators plan and deliver...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic. Reprint of original edition. Green edition. Mineola...