Grow the Core - How to Focus on Your Core Business for Brand Success (Hardback)

By David Taylor

John Wiley Sons Inc, United States, 2013. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Grow the Core stands conventional wisdom about business growth on its head and provides a proven formula for growing your business in recessionary times. These days, it s a common belief among business leaders across industry sectors that the best way to grow their businesses is to expand into new markets. In reality, virtually all top performing companies achieve superior results through a leading position in their core business. Unfortunately, there s very little in the way of practical advice on how to do this. Grow the Core shows you how tofocus on your core business for brand success, with a program of eight workouts road-tested by the author s consultancy, the brandgym. The book provides inspiration, practical advice and proven tools for building and strengthening your core business. It is packed with case studies from brandgym clients, including Mars, Friesland Campina, SAB Miller and Danone. The book features exclusive brandgym research, in addition to front line experience on over one hundred brand coaching projects.

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This publication is definitely worth buying. It can be loaded with wisdom and knowledge I am easily could possibly get a satisfaction of looking at a composed publication.
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Very helpful to all type of individuals. It really is rally interesting throgh looking at time. Its been designed in an extremely basic way which is just soon after i finished reading this pdf through which basically modified me, change the way i believe.
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