

The Brand Inside



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Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.
(Blanca Davis)

THE BRAND INSIDE



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Condition: New. Publisher/Verlag: VDM Verlag Dr. Müller | The Factors of Failure and Success in Internal Branding | Aligning brand understanding and commitment among employees with the external brand promise has become the new hype in modern management. But the theory has as many subscribers as it has tales of failure. In many cases, marketing practitioners charged with the task of turning employees into brand champions resort to those instruments they know best from their product branding expertise. However, an employee's relationship with a corporate brand is far more complex. Based on an extensive review of the literature as well as on primary research across the retail and hospitality sectors in Ireland, this book identifies 26 key factors of failure and success in internal branding. The author, Kai Mahnert, proposes a comprehensive definition and categorisation of internal branding as an inter-departmental communication effort and puts forward a consolidated framework ("CIBF") for the conception, implementation and evaluation of internal branding programmes. Thus, this book is aimed at marketing and brand practitioners seeking to organise their internal branding, as well as scholars and researchers in search of new impulses. | Format: Paperback | Language/Sprache: english | 206 gr | 220x150x7 mm | 140 pp.

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