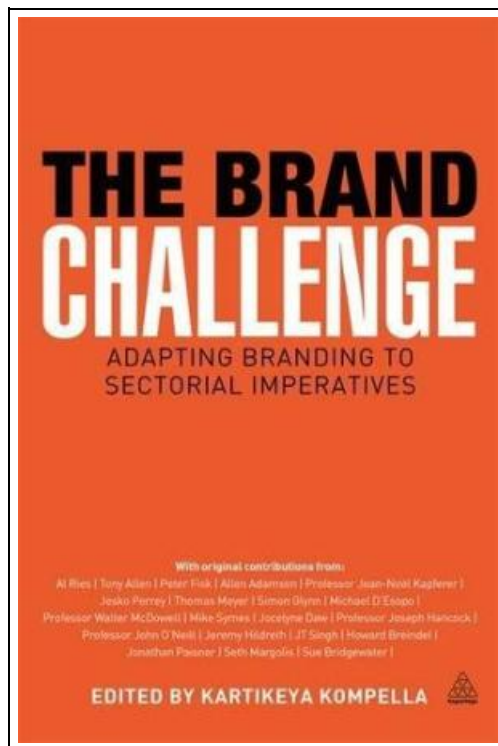


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Kogan Page Ltd, United Kingdom, 2014. Paperback. Condition: New. Language: English . Brand New Book. The Brand Challenge provides a comprehensive and topical examination of the application of branding across a variety of sectors including luxury goods, finance and not-for-profit; it proves essential reading for anyone involved in branding decisions or wanting to know more about the branding process. Edited by leading brand analyst Kartikeya Kompella, The Brand Challenge explains the nuances of building brands in different industries with a chapter devoted to each to give the reader the most up-to-date understanding of how to apply brand theory. It contains original contributions from many of the world s leading brand experts who lift the veil on brand building in their specific sector. The book encourages readers to apply practices from one category to another to foster innovation in brands and successful brand building. Contributing Authors: Al Ries (focus), Tony Allen (identity), Peter Fisk (innovation), Allen Adamson (brand), Professor Jean-Noel Kapferer (luxury), Jesko Perrey (retail), Thomas Meyer (retail), Simon Glynn (B2B), Michael D Esopo (B2B), Professor Walter McDowell (TV), Mike Symes (finance), Jocelyne Daw (non-profit), Professor Joseph Hancock (fashion), Professor John O'Neill (hospitality), Jeremy Hildreth (city), JT Singh (city), Howard Breindel (technology), Sue Bridgewater (football).



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