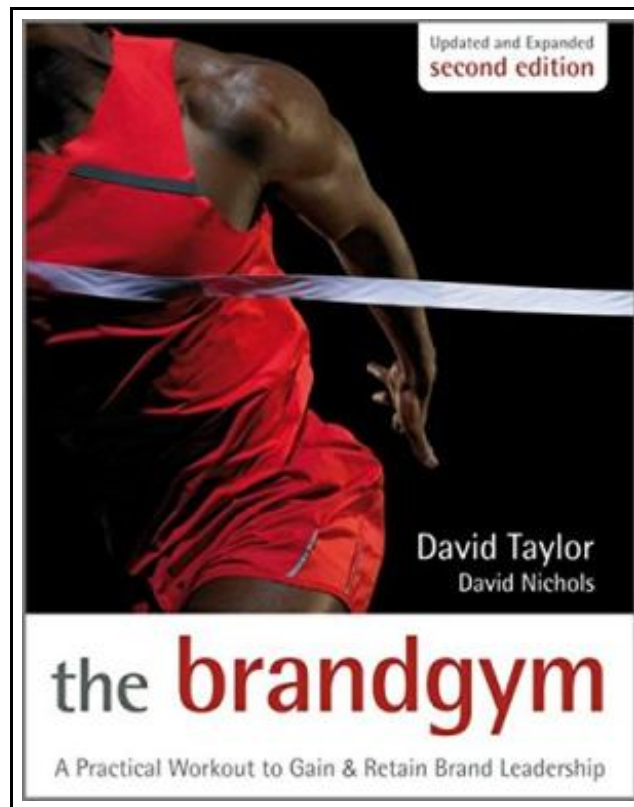


The Brand Gym: A Practical Workout to Gain and Retain Brand Leadership (2nd Revised edition)



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THE BRAND GYM: A PRACTICAL WORKOUT TO GAIN AND RETAIN BRAND LEADERSHIP (2ND REVISED EDITION)



John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Brand Gym: A Practical Workout to Gain and Retain Brand Leadership (2nd Revised edition), David Taylor, David S. Nichols, This refreshingly simple, practical guide demonstrates how brand management can boost business performance. It is the ideal inspiration for creating growth in today's tough economic times. Following the template of the highly successful original version, the book consists of a programme of 8 "workouts" that will help marketers raise their own game in key areas such as: insight, portfolio strategy, positioning and innovation. The tools and techniques in the book have been road-tested on over 100 brandgym projects out of the last 8 years, making this book extremely practical. Based on the inside stories of brand leaders who have achieved success: Tesco, T-Mobile, Unilever and Proctor and Gamble. These companies share their tips, tricks and warn of the traps to avoid. 50% of the content is new or updated with the latest thinking on "recession proof branding", how to win when times are tough, communication briefing, growing the core business and new research with marketing directors on the key success factors of brand leaders. The authors are most influential, appearing in The Guardian, Marketing, Brand Strategy, Market Leader and The Marketer . The CIM have called David Taylor one of the " World's 50 most important marketing thinkers ".

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