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Al Ries, Jack Trout



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Beloved Brands Graham Robertson, 2018-01-06 Beloved Brands is a book every CMO or would be CMO should read Al Ries With Beloved Brands you will learn everything you need to know so you can build a brand that your consumers will love You will learn how to think strategically define your brand with a positioning statement and a brand idea write a brand plan everyone can follow inspire smart and creative marketing execution and be able to analyze the performance of your brand through a deep dive business review Marketing pros and entrepreneurs this book is for you Whether you are a VP CMO director brand manager or just starting your marketing career I promise you will learn how to realize your full potential You could be in brand management working for an organization or an owner operator managing a branded business Beloved Brands provides a toolbox intended to help you every day in your job Keep it on your desk and refer to it whenever you need to write a brand plan create a brand idea develop a creative brief make advertising decisions or lead a deep dive business review You can even pass on the tools to your team so they can learn how to deliver the fundamentals needed for your brands This book is also an excellent resource for marketing professors who can use it as an in class textbook to develop future marketers It will challenge communications agency professionals who are looking to get better at managing brands including those who work in advertising public relations in store marketing digital advertising or event marketing Most books on branding are really for the MARCOM crowd They sound good but you find it's all fluff when you try to take it from words to actions THIS BOOK IS DIFFERENT Graham does a wonderful job laying out the steps in clear language and goes beyond advertising and social media to show how branding relates to all aspects of GENERAL as well as marketing management Make no mistake there is a strong theoretical foundation for all he says but he spares you the

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