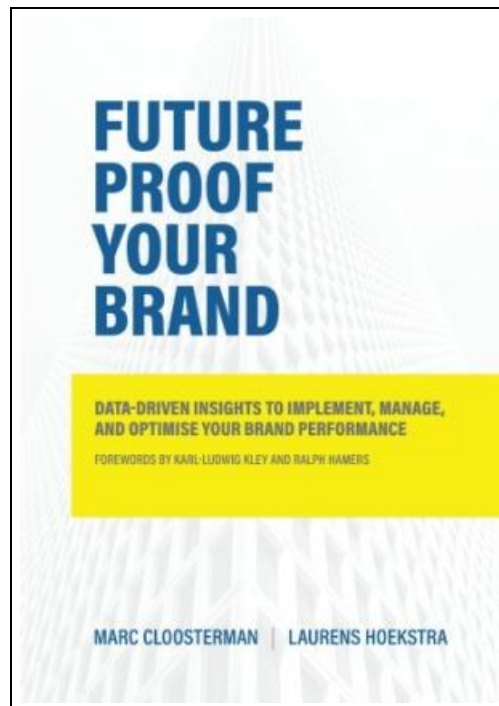


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Rebrand Publishing, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The information and resources in this book help you answer important questions about your brand change and mission-critical migration. As the pioneers of the specialised brand implementation and management discipline, these leaders of VIM Group-Marc Cloosterman and Laurens Hoekstra-have collaborated with agencies, in-house teams, and partners to deliver results for such brands as Deutsche Telekom, ING, Merck, DHL, and SkyTeam. Their twenty-five-plus years of experience is evident as they help you navigate your brand change in the most cost-effective ways that avoid mistakes. They have found that smart integration of data-driven insights, mission-critical logistics, and predictive analytics for future change make your smart brand delivery and management possible and successful. The processes they share are grounded on their deep understanding that strong brands drive competitive advantage and shareholder value. As Nanne Bos, Global Head of Brand Management, ING Group puts it: This book shows that the brands of the future are the ones that succeed in leveraging brand equity with technology. That makes brand management, per definition, a boardroom topic and far too important to be just left to the marketing department. Marc and Laurens show that managing your brand is a profession that, if done well, is crucial for the future of the organisation.

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