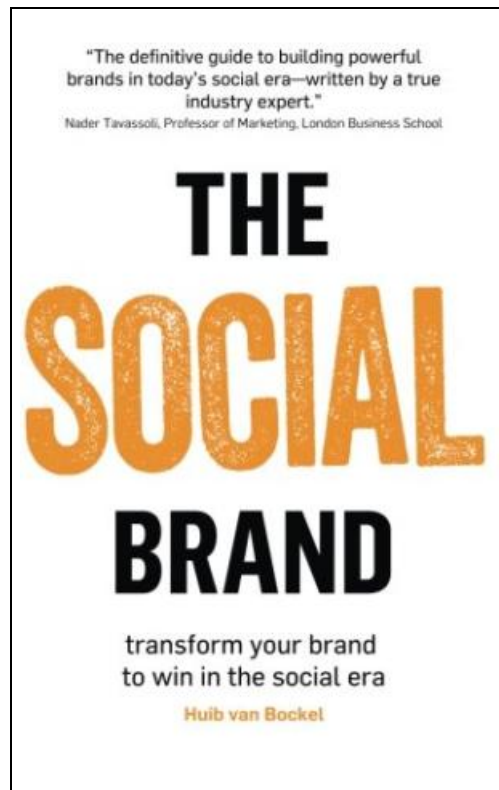


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## THE SOCIAL BRAND: TRANSFORMING YOUR BRAND TO WIN IN THE SOCIAL ERA (PAPERBACK)



The Social Publishing House, United Kingdom, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.

The definitive guide to building powerful brands in today's social era-written by a true industry expert. Nader Tavassoli, Professor of Marketing, London Business School and non-executive chairman of The Brand Inside The new marketing manifesto of today's social era. A book that doesn't paper over the cracks of your marketing strategy (by rushing to social media platforms), but tackles the root issue and challenges and guides you to become what you need to be to succeed in this era: social. Within a single decade, the media landscape has fundamentally changed, and with it the way people interact with each other and with brands. Social media has emerged from its infancy-but businesses are still struggling to adapt. The Social Brand will unlock your brand to be successful in the social era. It shows how large or small companies, nonprofits, and other organizations should stop asking themselves the wrong questions, like: Should I be on Twitter, Vine, or Snapchat? How do I need to talk to people on Facebook and Instagram? It demonstrates that it's not (just) about shifting budget to these new platforms or creating a social media strategy-it's about creating a Social Brand. In order to be social, you have to give people something they truly value. If you do, they will want to seek it out and share it with others. This way social media isn't just another media channel to drive your message home in; it's an environment in which you can engage in a social relationship. To demonstrate how this works, the book introduces the concept of the Brand Bank Account. This new marketing framework identifies a simple...



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