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The Truth about Creating Brands People Love (Paperback)

By Donna D Heckler

Pearson Education (US), United States, 2009. Paperback. Condition: New. Language: English . Brand New Book. Branding: secrets revealed, best practices explained, pitfalls exposed! - The truth about positioning brands and developing brand meaning - The truth about brands as corporate profit drivers - The truth about advertising, pricing, segmentation, and more Simply the best thinking the truth and nothing but the truth This book reveals the 51 bite-size, easy-to-use techniques for building great brands-and keeping them great. I recommend this punchy, provocative book that uses vivid case studies to remind us of 51 truths about brands. DAVID AAKER, Vice-Chairman, Prophet and Author of Building Strong Brands and Spanning Silos.



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