



Are You Brand Dead? An Essential Guide Book For Branding

Description

Branding always seems to be shrouded with mystery. What is branding? How do we brand anything? Why can't we just leave it to the marketing guys?

Are You Brand Dead? is a light-hearted and essential guide book for brand owners to help them unravel the mystery of branding and build a brand through a tried and proven methodology – the Creativeans BrandBuilder®. A brainchild of brand consultants Kimming Yap and Yulia Saksen, and writer Judy Tham, this self-guide is a practical companion for every CEO, entrepreneur, marketer, communication specialist and business student. It ensures that those who want to learn about branding can do so easily, less the industry jargon.

The book also features step-by-step instructions on how to build a brand, self-assessments at the end of each chapter, and case studies on successful brands that offer insights on how branding has helped these companies in their respective industries.

If you are looking to breathe new life into your brand or desperately seeking help to revive what is almost or already dead, Are You Brand Dead? is the answer to your problem.



Why Read This Book?

1. Learn the Creativeans BrandBuilder's 5-step methodology to building a brand
2. Apply what you learn immediately with quick exercises
3. Highly engaging illustrations for easy understanding
4. Insightful case studies of well-known brands
5. Useful tips and bite-sized information for you to pick up along the way

Specifications

Paperback | PUR binding | Two paper stocks | 138mm x 210mm | 140 pages | ISBN 978-981-11-2233-0