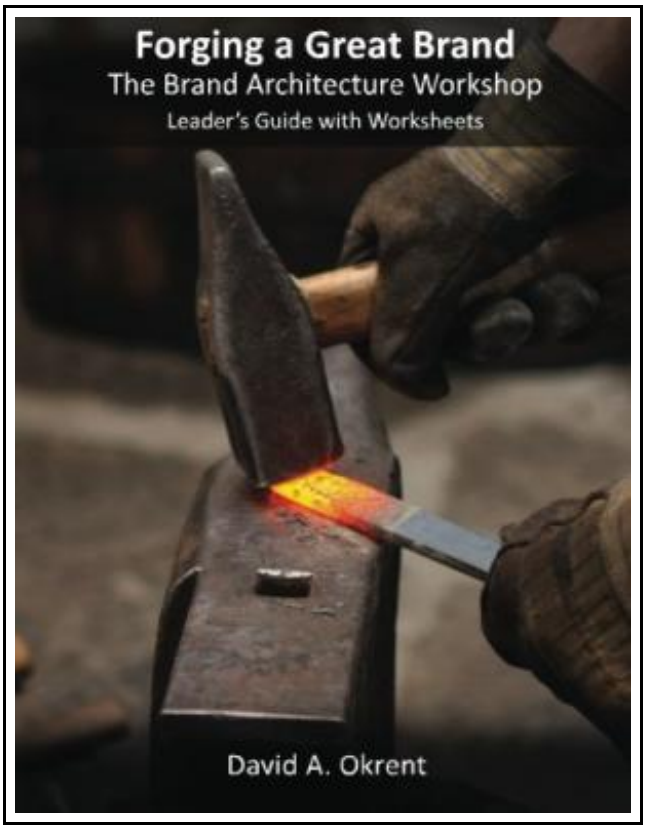
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# FORGING A GREAT BRAND - THE BRAND ARCHITECTURE WORKSHOP: LEADER S GUIDE AND WORKSHEETS

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Heart-Centric Marketing, United States, 2015. Paperback. Book Condition: New. 280 x 216 mm. Language: English . Brand New Book. Every company is capable of having a fantastic high-earning brand, but few attain one, why? Because most firms lack a straight-forward tried and true process for converting the brand strategy, brand architecture, and brand personality into organizational and individual actions. This workbook and guide reveals a step-by-step approach to help businesses create a market-driven brand strategy, architecture, and personality, and shows them how to convert these items into actions that make the brand a positive force in the marketplace. Using this process a firm can develop and deliver a brand that customers will love and ideally competitors will fear. Imagine what a firm can do when it can deliver a fantastic brand experience consistently. Why a fantastic brand? Because a fantastic brand helps companies achieve significant earnings over their competition. This guide is for people like business consultants, marketers, brand managers, product managers, owners, CEOs, CMOs, entrepreneurs, or anyone that wants to create brand equity by becoming deeply meaningful and desired by potential customers. If you want to go beyond the theory of branding to a practical approach for creating a strong brand then this guide is for you. Here are the key worksheets detailed in this detailed in this guide: 1. Business Environmental Assessment 2. SWOT Analysis 3. Target Customer Segment Definition 4. Firm s Personality 5. Defining the Big Idea 6. Competitive Differentiation 7. Purpose, Mission, Vision, Brand Promise 8. Brand Architecture 9. Behavioral and Operational Attributes and Narratives 10. Brand Personality 11. Positioning Statement The guide goes over how to use each worksheet and provides insights into how to run the workshop. It also contains additional background on what a brand is and how we believe a strong...

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