



Successful Brand Management in a Week: Teach Yourself

By Paul Hitchens, Julia Hitchens

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, Successful Brand Management in a Week: Teach Yourself, Paul Hitchens, Julia Hitchens, The ability to manage your brand successfully is crucial to anyone who wants to advance their career. Written by Paul and Julia Hitchens, leading experts on corporate brand strategies, this book quickly teaches you the insider secrets you need to know to in order to successfully manage your brand. The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience. So what are you waiting for? Let this book put you on the fast track to success! Sunday: Determine your brand focus Monday: Define your brand strategy Tuesday: Express your brand identity Wednesday: Evolve your brand culture Thursday: Build your employer brand Friday: The importance of design Saturday: Sustaining the brand.



READ ONLINE

[5.19 MB]

Reviews

The ebook is fantastic and great. I am quite late in start reading this one, but better then never. Your life period will probably be convert as soon as you comprehensive reading this ebook.

-- **Dr. Albertha Hoppe**

It is great and fantastic. Sure, it is actually perform, nevertheless an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Ivy Hilll DDS**

See Also



Perfect Psychometric Test Results

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Perfect Psychometric Test Results, Joanna Moutafi, Ian Newcombe, Perfect Psychometric Test Results is an invaluable guide for anyone who wants to secure their ideal job. Written by a team from Kenexa, one of the UK's...



Perfect Numerical Test Results

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Perfect Numerical Test Results, Joanna Moutafi, Ian Newcombe, Perfect Numerical Test Results is the essential guide for anyone who wants to secure their ideal job. Written by a team from Kenexa, one of the UK's...



Perfect Numerical and Logical Test Results

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Perfect Numerical and Logical Test Results, Joanna Moutafi, Marianna Moutafi, Have you been asked to sit a numerical or logical reasoning test? -Do you need some help preparing for the questions you'll be asked? -Do...



Hard Up and Hungry: Hassle Free Recipes for Students, by Students

Ebury Publishing. Paperback. Book Condition: new. BRAND NEW, Hard Up and Hungry: Hassle Free Recipes for Students, by Students, Betsy Bell, This student cookbook stands out from all the others on the market. It doesn't feature baked beans, and it's packed with...



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...



Patent Ease: How to Write Your Own Patent Application (Paperback)

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Patent Ease! The new How to write your own Patent book for beginners! Because you are a beginner; not a...
