

《品牌的建立Never Mind the Sizzle...Where's the Sausage?》

图书基本信息

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内容概要

Are you looking for a branding book that's a bit different? You've found it. Never Mind the Sizzle... is an irreverent story packed full of practical tips, tricks and tools that reveal how to cut through the bull and buzzwords of branding, get deep insight into your customers, create a big brand idea, get your boss on board, win the consumer's heart and mind and stand out from the crowd.

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作者简介

David Taylor is one of the world's 50 most important marketing thinkers ' according to the CIM. He is the author of three books on branding published by John Wiley: The brandgym, Brand Stretch and brand vision. David is the founder and Managing Partner of the brandgym, a consultancy that coaches teams to create a clear brand vision and the action plan to turn this into growth. He has led brand vision projects for many top brands including Hellmann's, T-Mobile, Persil and Bertolli.

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