

《A BRANDED WORLD: ADV》

图书基本信息

书名：《A BRANDED WORLD: ADVENTURES IN PUBLIC RELATIONS AND THE CREATION OF SUPERBRANDS(英文原版进口)》

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内容概要

Branding is ultimately the way you differentiate your product from the competition. Whether you're selling a celebrity image, automobiles, or a financial service, your goal is to make your brand the most recognizable by the consumer. But there's much more to effective branding than a memorable slogan and ubiquitous advertising – public relations is becoming key to the entire strategy. PR is much more than just damage control for when something goes wrong; it's an effective way to communicate the story of your brand through media outlets that the public trusts. A Branded World looks at branding from the unique perspective of one of America's premier PR executives. In it, Michael Levine – whose clients include major Hollywood stars and top musicians – proves PR is a tool just as effective at turning everyday products into widely recognized brands as it is at turning talented artists into household names. Though it has a certain mystery to it, there's nothing mystical about PR. Behind the scenes, it's a discipline, one that can be taught and learned, practiced and analyzed. A Branded World utilizes real-world examples and anecdotes from Levine's experiences to show how PR fits into and supports a branding campaign. It follows a fictional product – in this case, a brand of ice cream – through the entire branding process, illustrating the many ways PR can help marketers build that once-in-a-lifetime brand. Levine offers a PR professional's trenchant analysis of common branding concepts and looks at some of the inspired choices and phenomenal flops in branding history, explaining why some brands become almost sacred while others are simply forgotten. He also looks at the many ways PR impacts some of the most vital aspects of branding, such as e-branding, first impressions, and brand loyalty. Filled with engaging stories and nuts-and-bolts tips for leveraging PR to build brands and communicate brand identity to consumers, A Branded World shows marketers and brand managers how to tap into the power of PR to build stronger brands. 作者简介：MICHAEL LEVINE has represented more than 100 major celebrities as head of Levine Communications, an entertainment public relations firm with offices in Los Angeles, New York, Washington, D.C., and London. His clients have included Barbra Streisand, Michael Jackson, Demi Moore, Nancy Kerrigan, Ozzy Osbourne, Janet Jackson, Fleetwood Mac, Reebok, and many more. His essays have appeared in USA Today, the National Review, the Los Angeles Times, the San Francisco Chronicle, and the New York Times. He is the author of thirteen previous books.

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