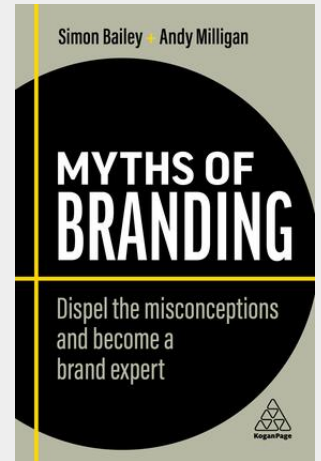


Bailey / Milligan

Myths of Branding

Dispel the Misconceptions and Become a Brand Expert

A brand is just a logo - everyone knows that, don't they? After all, it's not as though a good brand can save a bad business, and besides, the digital revolution is making branding irrelevant. Myths of Branding, written by renowned branding experts Andy Milligan and Simon Bailey, explores the huge number of misguided, mistaken and blatantly false myths that abound in the branding arena. From the belief that developing brands is nothing more than fiddling with logos, to the perception that it's a 'soft' area of marketing that doesn't go beyond visual identity and that the customer is always right - these myths are all surprisingly entrenched, yet could not be further from the truth. Myths of Branding uses up-to-date case studies and witty examples to debunk these popular misconceptions, and replaces them with the reality of what it's really like to work in the world of branding. Jam-packed with entertaining anecdotes and useful information that practitioners can learn from, it guarantees a deeper, sharper understanding of the realities of branding and brand management. About the Business Myths series. The Business Myths series tackles the falsehoods that pervade the business world. From leadership and management to social media, strategy and the workplace, these accessible books overturn out-of-date assumptions, skewer stereotypes and put oft-repeated slogans to the test. Entertaining and rigorously researched, these books will equip you with the insight and no-nonsense wisdom you need to succeed.



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