

Taylor

Taylor, D: Never Mind the Sizzle...Where's the Sausage?

What on earth is branding all about? Can it really be as complicated as all the argon-heavy books suggest? Isn't it just about using advertising spin and a nice logo to cover up a second-rate product? Bob Jones is asking these questions as he reluctantly leaves the sales department of Simpton's Sausages to start a one-year placement in brand management. He finds a business is in crisis, with his new boss' plans set to make things a whole lot worse. Bob brave and often comical battle to cut through the bull and buzzwords and save the business is an entertaining way for anyone to find out about delivering a brand based on substance, not spin. "A great tool for aligning and energising every employee behind the idea of delivering the brand,m that can be read and used by everyone from the CEO to the call centre." - Phil Chapman, Chief Marketing Officer, T-Mobile "Maybe the most enjoyable and productive 2 hours of reading you'll have done in years! A refreshingly original book that brings important lessons alive in a vivid, memorable way, for the novice and expert alike." - Kevin Lane Keller, E.B. Osborn Professor of Marketing, Tuck School of Business "From CMOs seeking a refresher to enthusiastic amateurs looking for light-hearted fun, this book reminds you of the essential truths of successful marketing in a humorous, engaging and simple way." - Tim Seager, UK Marketing Director, Scottish & Newcastle "If you want to capture and communicate the essence of your brand, this is book is full of practical tips, delivered in an inspiring and entertaining format" - Andy Weston-Webb, President Mars Snackfood Europe "Packed with entertaining insight and wisdom about brands, this innovative tool for learning and development explains what marketers must focus on to achieve both business and personal success." - Andy Bird, Founder and Managing Director, Brand Learning "I couldn't put this down. By following the trials and tribulations of the hero (think "Bridget Jones" meets "The Office"), you learn more about branding than in any tedious academic book." - Pierre Chandon, Professor of Brand Management, INSEAD
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