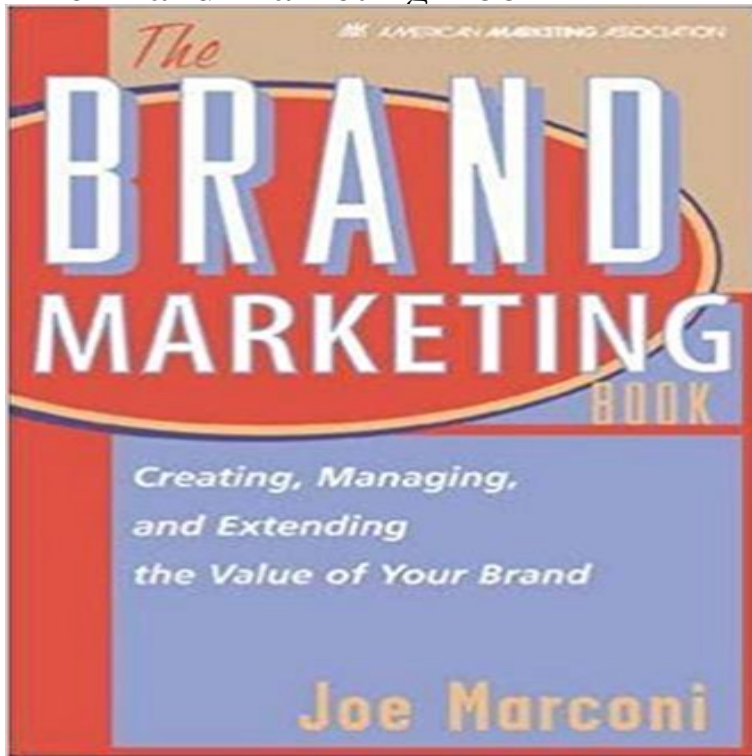


# The Brand Marketing Book



Internationally respected marketing consultant Joe Marconi shows how to build a value-added brand in today's competitive global marketplace by creating an effective, integrated strategy involving advertising, marketing, publicity, and research. Case studies of successful brands that are now household names as well as those we no longer remember are included. Features on-the-money guidance for building successful brand strategies and brand loyalty including:

- \* Finding the right name or changing names.
- \* Creating logos, signatures, and corporate identity programs.
- \* Building a brand through advertising.
- \* Creating, managing, and marketing brand equity.

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[\[PDF\] Il primo giorno di scuola dellelefante \(Italian Edition\)](#)

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