



Are You Brand Dead?: The Creativeans Brandbuilder(tm) Approach to Building Your Brand (Paperback)

By Yulia Saksen

Creativeans Pte Ltd, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Branding always seems to be shrouded with mystery. What is branding? How do we brand anything? Why can't we just leave it to the marketing guys? Are You Brand Dead? is a light-hearted and essential guide book for brand owners to help them unravel the mystery of branding and build a brand through a tried and proven methodology - the Creativeans BrandBuilder(TM). A brainchild of brand consultants Kimming Yap and Yulia Saksen, and writer Judy Tham, this self-guide is a practical companion for every CEO, entrepreneur, marketer, communication specialist and business student. It ensures that those who want to learn about branding can do so easily, less the industry jargon. The book also features step-by-step instructions on how to build a brand, self-assessments at the end of each chapter, and case studies on successful brands that offer insights on how branding has helped these companies in their respective industries. If you are looking to breathe new life into your brand or desperately seeking help to revive what is almost or already dead, Are You Brand Dead? is the answer to your...



READ ONLINE
[9.57 MB]

Reviews

This ebook is amazing. It can be really interesting through looking at time. You may like how the author compose this ebook.

-- Nikko Bashirian

The publication is simple in go through preferable to fully grasp. I am quite late in start reading this one, but better than never. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Mrs. Josiane Collins