



The Art of Building a Brand: CEOs from BBDO Worldwide, Global Fluency, Stanton Crenshaw Communications & More on the Secrets Behind Successful Branding Strategies (Inside the Minds Series)

Aspatore Books Staff, Phil Greenough, Allen Rosenshine, Donovan Neale-May

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Inside the Minds: The Art of Building a Brand is the most authoritative book ever written on branding, featuring an unprecedented collection of C-Level executives representing leading marketing companies from around the world. These visionaries reveal the secrets behind successful branding - from the earliest stages of establishing a brand and raising it to the next level, to keeping the name fresh and launching it internationally. Other topics highlighted include the everlasting effects of the Internet and technology, guerilla marketing, the critical role of the media, the importance of teamwork and customer feedback and the essential components for the future of branding. A candid look inside the minds of the world's best brand-building visionaries makes for a critical read for every executive, entrepreneur and professional within the marketing world, public relations or advertising industries.

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