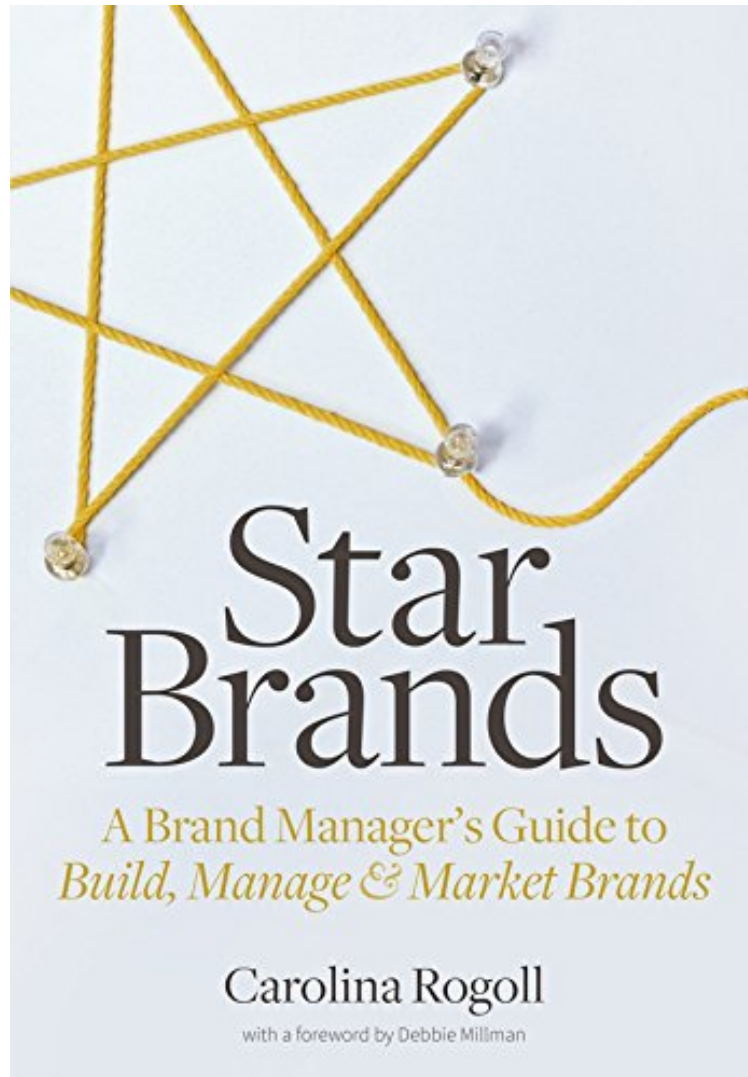


(Free) Star Brands: A Brand Manager's Guide to Build, Manage Market Brands


Star Brands: A Brand Manager's Guide to Build, Manage Market Brands

Carolina Rogoll

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Carolina Rogoll : Star Brands: A Brand Manager's Guide to Build, Manage Market Brands before purchasing it in order to gauge whether or not it would be worth my time, and all praised Star Brands: A Brand Manager's Guide to Build, Manage Market Brands:

1 of 1 people found the following review helpful. A 5 star book for building a 5 star brand! By scott mautz Whether you're an entrepreneur or in the executive suite, you will greatly benefit from "Star Brands", which has just moved to the front of the line as THE definitive guide for how to smartly and strategically build a brand. Rogoll's Star Brand model is super clear and is complemented with interesting stories, examples, and case studies all throughout (some of my favorite illustrative examples include Harley Davidson, GM, and even a denim brand the author made up to crisply

help define how you can define the target for your brand). One of the things I love most about this book is that it's done with a deft practitioner's touch. Rogoll blends her real world, front line brand management experience at Procter Gamble (the company that invented brand management) and her experience as a brand management instructor at The School of Visual Arts in NYC into a practical guidebook. This isn't one of those theoretical/conceptual books that sounds great but then you don't know what to do with - it's a BLUEPRINT for building a brand - and a thorough one at that. I'm a Marketing Director and found the authors' Star Brand model insightful and spot on - it has reinvigorated my dedication to some of the fundamentals of brand building and illuminated the art and science of it all in ways I hadn't thought of before. From core brand strategy and equity development to learning what a true insight and brand benefit is all the way through to the execution and measurement of a marketing strategy and plan, this is an absolute primer for brand building. Consider this a must have, mandatory addition to your journey as a passionate brand builder. 0 of 0 people found the following review helpful. Brand yourself for a smoother job search By shanna The lessons learned from Star Brands helped re-brand myself. Before, I was trying to readjust my resume to fit into job requirements, rather than looking at jobs rather than seek out jobs where I could offer greater value. Star Brands helped me better define my equity. The Platonean concepts of "know thyself" and "clarity" were reinforced after reading Carolina Rogoll's book. 0 of 0 people found the following review helpful. Absolutely perfect!!! By Luis E. Molina Baez Absolutely perfect!!! I enjoyed the reading and it was very easy to understand. I work in the Oil Gas industry and the marketing techniques used here are not the conventional. I was positively surprised that I am able to apply the learnings into my field. I believe that this book is applicable to anyone/anything.

For anyone who wants to learn the fundamentals of branding in an approachable way without poring over dense text or hiring an expensive consultant, Star Brands presents a unique model that offers structured guidance and professional tips for building, managing, and marketing any brand. Created by savvy brand manager Carolina Rogoll, the star brand model is a perfect intersection of solid marketing and management theory with an approachable, visually oriented design. The author teaches step-by-step how to assess a brand's unique challenge, how to define the brand's equity and target, how to craft a solid brand growth strategy, and how to measure success once the brand is in the marketplace. The book includes case studies from famous star brands as well as interviews with top business school professors, advertising agency leaders, and former CEOs. Topics covered include the star brand model; leaders behind star brands; brand assessment and goal setting; defining brand equity; selecting a brand target; insights, benefits, ideas; theory from the best marketing and managing resources; marketing strategy; how to build a marketing plan; and much more.

"A refreshing framework to build brands in today's marketplace." Sarah Hofstetter, CEO, 360i " Can't decide between entering a top business school or learning on-the-job from a successful marketer? Do both by reading this book." Paul Smith, Bestselling author of Lead with a Story " A smart, pragmatic and empowering guide to marketing today." Alain Groenendaal, CEO, Grey Latin America " An insider view for entrepreneurs of how to apply the principles of brand building." Dave Knox, The Brandery Co-Founder "A tangible framework that brand managers will benefit from implementing on behalf of the brand they've been entrusted with" Armin Vit, Co-founder of UnderConsideration " A timely reminder that great brands are built by people who can see the bigger picture and plan for the long term. Better still - she explains how to do it..." Julian Boulding, President, thenetworkone " Carolina as a practicing brand manager and teacher knows best how to demystify brands for others to learn" Jacquelyn A. Ottman, Author, The New Rules of Green Marketing About the Author Carolina Rogoll has been building brands for over a decade for the world's largest consumer packaged goods company. She has been on the faculty of the first-ever Masters in Branding program at the School of Visual Arts in New York City since 2011, where she created the inaugural (and very popular) brand management seminar. Carolina holds several business and marketing degrees, all with honors, and is fluent in multiple languages.