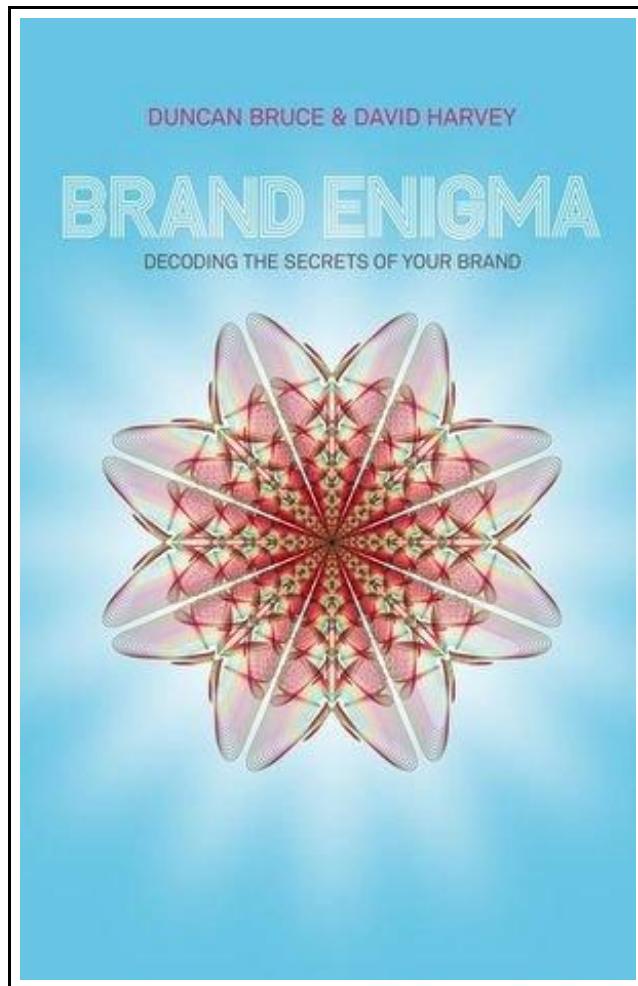


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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Brand Enigma: Decoding the Secrets of Your Brand, Duncan Bruce, David Harvey, Brand Enigma provides a refreshing antidote to tired, conventional approaches to business development, marketing and innovation. The premise for this book is that the brand embodies the spirit of the business and, properly understood, can enable the enterprise to raise innovation, business development and performance to new levels. Based on a proven method for deconstructing and rebuilding brands, the book outlines an alternative but stimulating, and highly effective method of putting the brand at the centre of the business. At the heart of this approach is the Brand Dream Model. Developed and perfected over several years, the model has helped to generate breakthroughs for many of the world's leading brands and corporations. It has also been applied to educational establishments and as part of a strategy development programme for a government department. Using deceptively simple methods based on experiential, as opposed to analytical, techniques, the Brand Dream Process reveals the past strengths of the brand, its current characteristics and future potential. When the process involves everyone from the board to the marketing department and front line staff, it also generates a shared understanding of the business, its values and goals. Brand Enigma gives you the tools to put your brand and business in a class apart from the competition. ".for breaking the norm and looking at a brand from a team perspective, this is one of the best. There's no breakthrough point with more conventional approaches to brand development. This immerses you. It's a still-hidden gem that many other companies should try." Chris Priest, VP Marketing Europe Digital Appliances, LG "What an extraordinary learning experience for our company. The Brand Dream let us express ourselves and..."

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