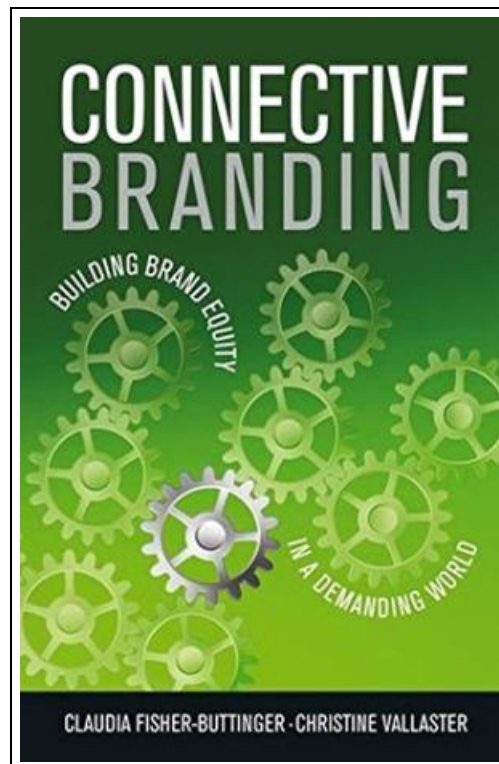


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John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. This book bridges the gap between strengthening the employee brand and the building external brand image by synthesizing the two approaches. The result is a blurring of the boundaries and assigning creative powers to both. A customer has a number of interactions with the company, and each of these interactions has an impact on the brand equity account - either positive or negative. Examples of interactions include: the product itself, the purchasing process, the consumption experience, the face of the organization, the call center, media etc. The real issue for the company is how to translate the optimized ideal customer journey into effective company programmes, how to track their progress and their actual impact on brand equity, customer satisfaction and loyalty. This book takes a holistic view to brand management and distills this complex system into palatable chunks, involving all functions of the company. The book demonstrates the effect of an organization that facilitates and rewards employee brand commitment on external brand equity (eg: customer satisfaction and loyalty) and internal brand equity (eg: product improvement and innovation potential resident in the organization). While the more obvious benefits of this approach include the usual suspects such as increased sales and revenues, less obvious benefits include employee stress reduction through the elimination of tensions and incongruity between external and internal value systems. The result is a significant contribution to creativity, brand commitment, overall employee satisfaction and, finally, a company's ability to attract and retain talent. The above is achieved via a very practical, step-by-step guide, lavishly illustrated with case studies from over 100 fascinating brands (the authors have researched and surveyed companies such as: Aer Lingus, BMW, BP, Deutsche Bank, Ducati, Edun,...



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