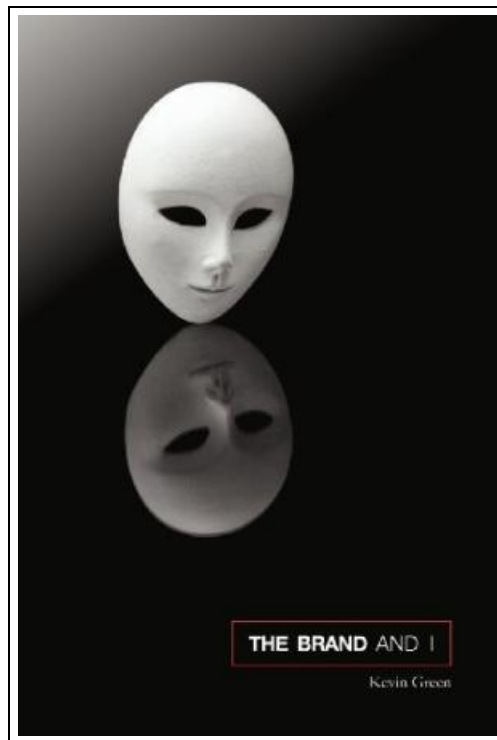


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New Generation Publishing, United Kingdom, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Demands on marketing and communications businesses continue to rise. People tell you that you are doing the right thing . yet you can still be losing volume, share and profit. Textbooks portray the scientific excellence of marketing techniques yet the reality tells a different story. Time, perhaps, for a change? Success lies in understanding the ways brands, their owners, and their users really behave, and managing those even better. This pivotal book tells you how the better management of subjectivity and the day-to-day application of simplicity can change destinies. It shows how realistic approaches to managing brand destinies can reduce waste and improve rewards. Watch as you suddenly get more value out of scarce resources in shorter timeframes. The writer synthesises the experiences of cutting-edge, high-profile teams and enterprises around the world. The key is in recognising and managing the differences between what is effective and what is subjective. Synergise the two, streamline and simplify, and take the best of what established and emerging media and communication channels can offer you, your business and your brands. Prepare to be challenged and confronted . but, most of all, get ready for the kinds of successful change this approach can bring. Kevin Green, author.



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