



Successful Brand Management In A Week (Teach Yourself: Business)

Paul Hitchens, Julia Hitchens

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The ability to manage your brand successfully is crucial to anyone who wants to advance their career. Written by Paul and Julia Hitchens, leading experts on corporate brand strategies, this book quickly teaches you the insider secrets you need to know to in order to successfully manage your brand. The highly motivational 'in a week' structure of the book provides seven straightforward chapters explaining the key points, and at the end there are optional questions to ensure you have taken it all in. There are also cartoons and diagrams throughout, to help make this book a more enjoyable and effective learning experience. So what are you waiting for? Let this book put you on the fast track to success!

Sunday: Determine your brand focus
Monday: Define your brand strategy
Tuesday: Express your brand identity
Wednesday: Evolve your brand culture
Thursday: Build your employer brand
Friday: The importance of design
Saturday: Sustaining the brand

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