
Marketing And Brand Guidelines Sample

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Brand Positioning Routledge

In Logo Design Love, Irish graphic designer David Airey brings the best parts of his wildly popular blog of the same name to the printed page. Just as in the blog, David fills each page of this simple, modern-looking book with gorgeous logos and real world anecdotes that illustrate best practices for designing brand identity systems that last.

Brand Intimacy Simon and Schuster

Blending together business strategy, customer experience and anthropological perspectives, this new and adapted guide to brand leadership provides case studies and includes information on how traditional branding is being challenged in a connected world.

Before the Brand Routledge

A strong corporate image has power in a competitive marketplace. Its influence on reputational value and customer decision-making is only now beginning to be understood. Interest in corporate branding is exploding as marketing academics and professionals begin to realize how it can boost business performance in measurable ways. For example, it promotes customer patronage without

expensive advertising and raises profitability by enabling companies to leverage their brand image when buying from particular sources. Yet there are few empirical studies available to clarify its basic tenets and fewer still that help us understand corporate branding in different parts of the world. Existing books focus mainly on conceptual ideas and real-life examples. Corporate Branding: Areas, arenas and approaches is a unique take on corporate branding that provides a global overview through rigorous research of different geographical areas across industries. An international range of leading scholars contribute their coverage across three clear themes: Area: geographical areas

across the globe including the UK, USA, Europe and Asia; Arena: a variety of commercial and not-for-profit sectors, both B2B and B2C; Approach: methodological approaches to brand research design, including qualitative, quantitative, case studies, interpretivistic and social narrative. These three themes enable the reader to consider corporate branding from more perspectives and in more ways than any other corporate branding book. The result is an understanding of this strategically important, growing subject that cannot be found anywhere else. This book is an essential read for any branding student or interested professional.

Building Brand Identity

Laurence King Publishing
"The art of building sales is, to a large extent, the art of building brands. After reading Kapferer's book, you'll never again think of a brand as just a name. Several exciting new ideas and perspectives on brand building are offered that

have been absent from our literature".--Philip Kotler".An invaluable reference for designers, marketing managers and brand managers alike".--Design magazine.

The Branding Handbook John Wiley and Sons

An Ingredient Brand is exactly what the name implies: an ingredient or component of a product that has its own brand identity. This is the first comprehensive book that explains how Ingredient Branding works and how brand managers can successfully improve the performance of component marketing. The authors have examined more than one hundred examples, analyzed four industries and developed nine detailed case studies to demonstrate the viability of this marketing innovation. The new concepts and principles can easily be applied by professionals. In the light of the success stories of Intel, GoreTex, Dolby, TetraPak, Shimano, and Teflon it can be expected that component suppliers will increasingly use Ingredient Branding strategies in the future.

Build Your Own Brand Simon and Schuster

Retail Marketing and Branding, 2nd Edition looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization. The second edition of Retail Marketing and Branding includes the following updates: * New and updated case examples * Updated figures and examples throughout * New interviewees with recent experiences * Additional chapters
Trump University Branding 101 Springer
Brand Positioning is an English translation of an exceptionally well-renowned Dutch textbook, which provides a practical approach to analysing, defining and developing a brand 's positioning strategy. Divided into three key parts, the book works step-by-step through the creation of an effective marketing strategy, combining an academic approach with the strategic and operational guidelines, tools and techniques required. Unlike other textbooks, it has a unique focus on the relationship between branding, marketing and communications, exploring brand values, brand identity and brand image, and analysing how these can be transformed into a successful positioning strategy, using international case studies, examples and practical exercises. This textbook will be core reading for advanced undergraduate and postgraduate students of marketing strategy, branding, marketing communications and consumer behaviour. It will also be of great value to marketing and

communications professionals looking to develop and maintain their company's brand.

The Brand Book Routledge

An expert presents in a compact form the 20 essential principles of branding that will lead to the creation of strong brands.

Luxury Brand Management in Digital and Sustainable Times Entrepreneur Press

Promote your business with clarity, ease, and authenticity. The Human Centered Brand is a practical branding guide for service based businesses and creatives, that helps you grow meaningful relationships with your clients and your audience. If you're a writer, marketing consultant, creative agency owner, lawyer, illustrator, designer, developer, psychotherapist, personal trainer, dentist, painter, musician, bookkeeper, or other type of service business owner, the methods described in this book will assist you in expressing yourself naturally and creating a resonant, remarkable, and sustainable brand. Read this book to learn: Why conventional branding approaches don't work for service based businesses. How to identify your core values and use them in your business and marketing decisions. Different ways you can make your business unique among all the competition. How to express yourself verbally through your website, emails, articles, videos, talks, podcasts... What makes your "ideal clients" truly ideal, and how to connect with real people who appreciate you as you are. How to craft an effective tagline. What are the most important elements of a visual brand identity, and how to use

them to design your own brand. How to craft an exceptional client experience and impress your clients with your professionalism. How your brand relates to your business model, pricing, company culture, fashion style, and social impact. Whether you're a complete beginner or have lots of experience with marketing and design, you'll get new insights about your own brand, and fresh ideas you'll want to implement right away. The companion workbook, checklists, templates, and other bonuses ensure that you not only learn new information, but create a custom brand strategy on your own. Learn more at humancenteredbrand.com

The Brand Book: How to Build a Profitable Brand - Fast, Effectively and Efficiently HarperCollins Leadership

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies

throughout the book are illustrated with brand identities from around the world, including a diverse range of industries — digital media, fashion, advertising, product design, packaging, retail and more.

Logo Design Love Crown Currency

This textbook provides a comprehensive overview of identity-based brand management based on current research. The authors focus on the design of the brand identity, which covers the internal perspective of brand management, and the resulting external brand image perceived by consumers and other audiences. The book covers topics such as brand positioning, the design of the brand architecture and brand elements, the management of brand touchpoints and the customer journey, as well as multi-sensory brand management and brand management in a digital environment. Further topics covered are international brand management, brand management in the retail sector, in social media and on digital brand platforms (electronic marketplaces). Numerous practical examples illustrate the applicability of the concept of identity-based brand management. The authors show that the concept of identity-based brand

management is a valuable management model to make brands successful. In the 2nd edition, all chapters were fundamentally revised and up-to-date practical examples as well as latest research findings were added. Additional material is available via an app: Download the Springer Nature Flashcards App and use exclusive content to test your knowledge. Demystifying Corporate Branding Taylor & Francis US

Using a practical analytical approach, this timely work presents information and insights on the daily challenges brand managers face. Divided into two sections, the first emphasizes the need to understand customers and the current brand's assets before proceeding to refashion the brand's positioning and personality. The second half presents a detailed look at the practicalities of branding in today's tough market conditions along with an in-depth description and analysis of six major brands which have succeeded in creating strong identities. Includes hundreds of actual, up-to-the-minute examples.

Sprint (Republsh) Bentang Pustaka

Have you ever looked around and wondered why some businesses seem like the popular kids in school? They appear to be wildly successful overnight. They are in all the magazines, seem to have more business than

they can handle, and everyone is talking about them. Author J.Nichole Smith has spent over a decade building and studying this type of stand-out brand in the pet industry. She calls these outliers Million Dollar Dog Brands. In this book she outlines the exact formula petpreneurs can follow to craft their own. In the Million Dollar Dog Brand, Smith shares exclusive in-depth interviews with the founders of 10 of the most pioneering, market-leading Million Dollar Dog Brands, including BarkBox, Ruffwear, Planet Dog, Honest Kitchen, P.L.A.Y., Zee.Dog, Harry Barker, Victoria Stilwell, PetHub, and her own co-creation, Dog is Good. The pet industry has just surpassed \$100 billion in value worldwide. Building a pet business is more appealing than ever. Opportunity leads to intense competition, which means building a sustainable, profitable business in this market can feel like an impossible job. This book is the essential field guide to do exactly that: to start or grow a pet business in a way that is irresistible to customers and opinion leaders, resulting in more demand, more profit, and more influence. This book is packed with inspiring, battle-tested strategies that any petpreneur can use immediately to improve

just about every metric that matters in their business. From dog walkers, trainers, and groomers to pet bloggers, pet photographers, pet product manufacturers, and pet retail store owners, anyone operating in the pet space will profit from learning and implementing the Million Dollar Dog Brand formula.

Retail Marketing and Branding Createspace Independent Publishing Platform

Entrepreneurs and small business owners are urged to avoid the two biggest branding mistakes they can make—first, investing in building their brand in ways that copycat big-name companies, and second, struggling to build a brand sensitive to everyone and anyone, rather than focusing on those who are spending with them. Led by Dan S. Kennedy, with the support of Forrest Walden and Jim Cavale, the co-founders of Iron Tribe Fitness, and other marketing/branding vets including Bill Gough, the number-one marketing adviser to Allstate agents; Steve Adams, CEO of a chain of 21 retail stores and an e-commerce business, and Nick Nanton, of the Dicks-Nanton Celebrity Branding Agency, entrepreneurs learn how to develop and gain profit from their personal or business brand—without corporate-sized investment. Mastering Kennedy's branding truths and utilizing proven direct-response advertising and marketing methods, entrepreneurs create their own brand tribe—customers who believe in, buy, and promote their brand. Truths and tactics

are illustrated with case studies, examples and insights from other well-known brands.

Building a StoryBrand Thames Hudson
Rediscover an increasingly complex field in terms you already know: yourself! With Demystifying Corporate Branding, you come away with an original approach that brings branding down to earth. WHAT MAKES THIS BOOK DIFFERENT FROM OTHER BOOKS? This book's original and innovative approach shows that the complex processes behind corporate branding aren't really so different from the techniques you use all the time in your everyday life. In this refreshing, wholly relatable guide, you'll see how your own experience can shed light on the ways brands go about developing identity and managing corporate reputation. This is not a guide to personal branding; it's a practical and enlightening analysis of how both companies and individuals develop and express their identity, based on life purpose, values, values, methods of communication, and the experience they deliver. By steadily drawing on real-life examples and everyday experience, this guide provides a clear-cut and still profound overview of the fundamentals of corporate branding in terms

that anyone can grasp. WHO IS THIS BOOK INTENDED FOR? Demystifying Corporate Branding is perfect for professionals who are just getting started in the field, and anyone studying or working in communications, advertising, design, marketing, sales, human resources, corporate strategy or other business-related disciplines. More experienced branding professionals will come away with a fresh take on a standard topic and a new perspective on their work. This quick guidebook allows you to gain a solid understanding of the world of corporate branding without getting lost in the details. And it may very well show you that you actually know more about corporate branding than you think! CONTENTS Brand Values and Purpose Brand Awareness Brand Visual Expression (Brand Identity Design) Brand Verbal Expression Tone of Voice Brand Consistency Brand Guidelines Marketing Channels Brand Experience Brand Reputation Brand Preference Brand Management Brand Protection Personal Brands Reputation Management Creativity in Communications Ethical Principles in Branding Corporate Brand Management Disciplines This book could be, or should be,

the very first book you read about branding. But it probably won't be the last. And, if it stirs a deep interest in you, and you find yourself growing passionate about branding, there is a lot more reading in store for you! Building Better Brands Laurence King Publishing
As Place Branding has become a widely established but contested practice, there is a dire need to rethink its theoretical foundations and its contribution to development and to re-assert its future. This important new book advances understanding of place branding through its holistic, critical and evidence-based approach. Contributions by world-leading specialists explore a series of crucially significant issues and demonstrate how place branding will contribute more to cultural, economic and social development in the future. The theoretical analysis and illustrative practical examples in combination with the accessible style make the book an indispensable reading for anyone involved in the field. 60-Minute Brand Strategist John Wiley & Sons
Do you see branding as the key to the success of your business but aren't sure where to start? This book, written by enthusiastic experts, will help you to maximise your brand, even in a downturn. All aspects of branding are covered including brand creation and protection. Fascinating case studies of famous brands, including the disaster stories, nail

their advice in the real world. All aspects of branding are covered including: - what is a brand and why it is heart, soul and core of a business - brands in a recession, including the success stories - methods to value a brand - brand focus - brand creation and structure - brand audience and brand vision -importance of creativity - brand implementation - personal branding - brand protection- trademark, intellectual property - brand delivery Throughout the book the authors include their own extensive experiences and guidance. A multitude of fascinating case studies include Harley Davidson, IKEA, Aldi, Lego, Cadbury and the Apple iPod plus the disaster stories such as Woolworths and MFI are given throughout the book to nail the advice given in the real world. Even examples of branding behaviour such as Susan Boyle, banks and MPS are analysed!

NOT GOT MUCH TIME? One, five and ten-minute introductions to key principles to get you started.

AUTHOR INSIGHTS Lots of instant help with common problems and quick tips for success, based on the author's many years of experience.

TEST YOURSELF Tests in the book and online to keep track of your progress.

EXTEND YOUR KNOWLEDGE Extra online articles at www.teachyourself.com to give you a richer understanding of computing.

FIVE THINGS TO REMEMBER Quick refreshers to help you remember the key facts.

TRY THIS Innovative exercises illustrate what you've learnt and how to use it.

Create the Perfect Brand Jacana Media

In Wordcraft, Alex Frankel, a business writer

who once briefly worked as a namer, tells the story of how five major brands got their names: BlackBerry, Accenture, Viagra, the Porsche Cayenne, and IBM's "e-business." Behind each name is an account of how words and language infuse the products we use every day with meaning, and how great words actually succeed in changing people's behavior. The book is filled with stories about words that come from every corner of our world: technology, health, sports, food, business, and more.

Aaker on Branding McGraw Hill Professional

Anda mungkin beruntung memiliki pekerjaan atau proyek mendatang dengan visi yang cemerlang. Namun, upaya mewujudkan visi ini sering kali tak mudah. Setiap hari Anda gampang sekali terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat seharian yang menyita waktu, dan proyek jangka panjang yang hanya berdasarkan asumsi. Sudah waktunya Anda mencoba Sprint, sebuah metode untuk memecahkan masalah dan menguji ide-ide baru, menyelesaikan lebih banyak hal dengan efisien. Buku ini ditulis Jake Knapp, mantan

Design Partner Google Ventures, untuk menuntun Anda merasakan pengalaman menerapkan metode yang telah mendunia ini. Sprint mewujudkan pengekseskusan ide besar hanya dalam lima hari. Menuntun tim Anda dengan checklist lengkap, mulai dari Senin hingga Jumat. Menjawab segala pertanyaan penting yang sering kali hanya disimpan di benak mereka yang sedang menguji ide/konsep/produk. Sprint juga membantu Anda lebih menikmati setiap proses. Anda bisa mengamati dan bergabung dengan ratusan dari pelaku Sprint di seluruh dunia melalui tagar #sprintweek di Twitter. Sebuah proyek besar terjadi pada 2009. Seorang insinyur Gmail bernama Peter Balsiger mencetuskan ide mengenai surel yang bisa teratur secara otomatis. Saya sangat tertarik dengan idenya—yang disebut "Kotak Masuk Prioritas"—dan merekrut insinyur lain, Annie Chen, untuk bergabung bersama kami. Annie setuju, tetapi dia hanya punya waktu sebulan untuk mengerjakannya. Kalau kami tidak bisa membuktikan bahwa ide itu bisa diterapkan dalam jangka waktu tersebut, Annie akan beralih ke proyek lainnya. Saya yakin waktunya tidak akan cukup, tetapi Annie adalah insinyur yang luar biasa. Jadi,

saya memutuskan untuk menjalaninya saja. Kami membagi waktu sebulan itu ke dalam empat bagian yang masing-masing lamanya seminggu. Setiap pekan, kami menggarap desain baru. Annie dan Peter membuat purwarupa, lalu pada akhir minggu, kami menguji desain ini bersama beberapa ratus orang lainnya. Pada akhir bulan, kami menemukan solusi yang bisa dipahami dan diinginkan orang-orang. Annie tetap menjadi pemimpin untuk tim Kotak Masuk Prioritas. Dan entah bagaimana caranya, kami berhasil menyelesaikan tugas desainnya dalam waktu yang lebih singkat dari biasanya. Beberapa bulan kemudian, saya mengunjungi Serge Lachapelle dan Mikael Drugge, dua orang karyawan Google di Stockholm. Kami bertiga ingin menguji ide perangkat lunak untuk konferensi video yang bisa dijalankan lewat peramban. Karena saya berada di kota tersebut hanya selama beberapa hari, kami bekerja secepat mungkin. Pada penghujung kunjungan saya, kami berhasil menyelesaikan purwarupanya. Kami mengirimkannya ke rekan kerja kami lewat surel dan mulai menggunakannya dalam rapat. Dalam beberapa bulan, seluruh perusahaan sudah bisa menggunakannya. (Selanjutnya, versi

yang sudah dipoles dan disempurnakan dari aplikasi berbasis web tersebut dikenal sebagai Google Hangouts.) Dalam kedua kasus tersebut, saya menyadari bahwa saya bekerja jauh lebih efektif ketimbang rutinitas kerja harian saya atau ketika mengikuti lokakarya diskusi sumbang saran. Apa yang membedakannya? Saya menimbang kembali lokakarya tim yang saya gagas sebelumnya. Bagaimana kalau saya memasukkan elemen ajaib lainnya—fokus pada kerja individu, waktu untuk membuat purwarupa, dan tenggat yang tak bisa ditawar? Saya lalu menyebutkan, “sprint” desain. Saya membuat jadwal kasar untuk sprint pertama saya: satu hari untuk berbagi informasi dan mereka ide, diikuti dengan empat hari pembuatan purwarupa. Sekali lagi, tim Google menyambut baik eksperimen ini. Saya memimpin sprint untuk mendesain Chrome, Google Search, Gmail, dan proyek-proyek lainnya. Ini sangat menarik. Sprint ini berhasil. Ide-ide diuji, dibangun, diluncurkan, dan yang terbaik, kebanyakan dari ide-ide ini berhasil diterapkan dalam dunia nyata. Proses sprint menyebar di seisi Google dari satu tim ke tim lain, dari satu kantor ke kantor lain. Seorang desainer dari

Google X tertarik dengan metode ini, jadi dia menjalankan sprint untuk sebuah tim di Google Ads. Anggota tim dalam sprint di Ads kemudian menyampaikannya kepada kolega mereka, dan begitu seterusnya. Dalam waktu singkat saya mendengar penerapan sprint dari orang-orang yang tidak saya kenal. Dalam perjalanannya, saya membuat beberapa kesalahan. Sprint pertama saya melibatkan empat puluh orang—jumlah yang sangat besar dan justru hampir menghambat sprint tersebut, bahkan sebelum dimulai. Saya menyesuaikan waktu yang diperlukan untuk mengembangkan ide dan pembuatan purwarupa. Saya jadi memahami mana yang terlalu cepat, terlalu lambat, hingga akhirnya menemukan yang waktu paling sesuai. Beberapa tahun kemudian, saya bertemu Bill Maris untuk membicarakan sprint. Bill adalah CEO Google Ventures, perusahaan modal ventura yang didirikan Google untuk berinvestasi pada startup-startup potensial. Dia adalah salah satu orang berpengaruh di Silicon Valley. Namun, Anda tidak akan menyangkanya dari pembawaannya yang santai. Pada sore itu, dia mengenakan pakaian khasnya, yaitu topi bisbol dan kaus dengan tulisan tentang Vermont. Bill tertarik untuk

menjalankan sprint dengan startup dalam portofolio GV. Startup biasanya hanya memiliki satu kesempatan emas untuk mendesain sebuah produk yang sukses, sebelum akhirnya kehabisan dana. Sprint bisa membantu mencari tahu apakah startup-startup ini berada di jalur yang tepat sebelum akhirnya mereka bisa berkecimpung dalam tahapan yang lebih berisiko untuk membangun dan meluncurkan produk mereka. Dengan menjalankan sprint, mereka bisa mendapatkan sekaligus menghemat uang. Namun agar berhasil, saya harus menyesuaikan proses sprint ini. Saya sudah berpikir mengenai produktivitas individu dan tim selama beberapa tahun. Namun, saya hampir tidak tahu apa-apa mengenai startup dan kebutuhan bisnis mereka. Tetap saja, antusiasme Bill meyakinkan saya bahwa Google Ventures adalah tempat yang tepat untuk menerapkan sprint—sekaligus tempat yang tepat bagi saya. “ Ini misi kita, ” ujarnya, “ untuk bisa menemukan entrepreneur terbaik di muka bumi dan membantu mereka membuat dunia ini menjadi tempat yang lebih baik. ” Saya tentu tak bisa menolaknya. Di GV, saya bergabung dengan tiga rekan lain: Braden Kowitz, John

Zeratsky, dan Michael Margolis. Bersama, kami mulai menjalankan sprint dengan startup-startup, bereksperimen dengan prosesnya, dan menguji hasilnya agar bisa menemukan cara untuk memperbaikinya. Ide-ide dalam buku ini lahir dari semua anggota tim kami. Braden Kowitz memasukkan desain berbasis cerita dalam proses sprint, sebuah pendekatan tak biasa yang berfokus pada pengalaman konsumen alih-alih komponen individu atau teknologi. John Zeratsky membantu kami memulai dari akhir sehingga tiap sprint bisa membantu menjawab berbagai pertanyaan bisnis paling penting. Braden dan John memiliki pengalaman dalam bisnis dan startup, hal yang tidak saya miliki, dan mereka menyesuaikan prosesnya untuk menciptakan fokus yang lebih baik dan keputusan yang lebih cerdas di tiap sprint. Michael Margolis mendorong kami untuk mengakhiri tiap sprint dengan pengujian di dunia nyata. Dia menjalankan riset konsumen, yang perencanaan dan pelaksanaannya bisa menghabiskan waktu berminggu-minggu, dan menemukan cara untuk mendapatkan hasil yang jelas hanya dalam sehari. Ini benar-benar sebuah keajaiban. Kami tidak perlu lagi menebak-nebak apakah solusi kami bagus

atau tidak karena di akhir tiap sprint, kami mendapatkan jawabannya. Kemudian ada Daniel Burka, seorang entrepreneur yang mendirikan dua startup sebelum menjual salah satunya ke Google dan bergabung dengan GV. Saat kali pertama menjelaskan proses sprint kepadanya, dia skeptis. Baginya, sprint terdengar seperti serangkaian proses manajemen yang rumit. Namun, dia sepatutnya untuk mencoba salah satunya. “ Dalam sprint pertama itu, kami memangkas prosesnya dan menciptakan sesuatu yang ambisius hanya dalam sepekan. Saya benar-benar jatuh hati. ” Setelah kami berhasil meyakinkannya, pengalaman langsung Daniel sebagai seorang pendiri startup dan sikapnya yang tidak menoleransi omong kosong membantu kami menyempurnakan prosesnya. Sejak sprint pertama di GV pada 2012, kami telah beradaptasi dan bereksperimen. Mulanya kami mengira pembuatan purwarupa dan riset yang cepat hanya akan berhasil untuk produk berskala besar. Mampukah kami bergerak sama cepatnya jika konsumen kami adalah para ahli di berbagai bidang seperti kesehatan dan keuangan? Tanpa disangka, proses lima hari ini bisa bertahan. Proses ini sesuai untuk

semua jenis konsumen, mulai dari investor sampai petani, dari onkolog sampai pemilik bisnis skala kecil. Juga bagi situs web, aplikasi iPhone, laporan medis, hingga perangkat keras berteknologi tinggi. Tidak hanya untuk mengembangkan produk, kami juga menggunakan sprint untuk menentukan prioritas, strategi pemasaran, bahkan menamai perusahaan. Proses ini berulang-ulang menyatukan tim dan menjadikan ide-ide menjadi nyata. Selama beberapa tahun belakangan, tim kami mendapatkan beragam kesempatan untuk bereksperimen dan memvalidasi ide kami mengenai proses kerja. Kami menjalankan lebih dari seratus sprint bersama dengan startup-startup dalam portofolio GV. Kami bekerja bersama, sekaligus belajar dari para entrepreneur brilian seperti Anne Wojcicki (pendiri 23andMe), Ev Williams (pendiri Twitter, Blogger, dan Medium), serta Chad Hurley dan Steve Chen (pendiri YouTube). Pada awalnya, saya hanya ingin membuat hari-hari kerja saya efisien dan berkualitas. Saya ingin berfokus pada apa yang benar-benar penting dan menjadikan waktu saya berharga—bagi saya, tim, dan konsumen kami. Kini, lebih dari satu dekade kemudian, proses sprint secara konsisten telah

membantu saya meraih mimpi tersebut. Dan saya sangat senang berbagi mengenai hal tersebut dengan Anda dalam buku ini. Dengan keberuntungan, Anda bisa memilih pekerjaan Anda karena visi yang tajam. Anda ingin berbagi visi tersebut kepada dunia, baik yang berupa pesan, layanan, maupun pengalaman, dengan perangkat lunak maupun keras, atau bahkan—sebagaimana dicontohkan dalam buku ini—sebuah cerita atau ide. Namun, mewujudkan visi ini tak mudah. Gampang sekali terjebak dalam berbagai hal: surel yang seolah tiada habisnya, tenggat yang molor, rapat-rapat sehabian yang menyita waktu Anda, dan proyek jangka panjang yang hanya berdasarkan asumsi. Prosesnya tidak harus selalu seperti ini. Sprint menawarkan jalur untuk memecahkan masalah-masalah besar, menguji ide-ide baru, menyelesaikan lebih banyak hal, dan melakukan semuanya dengan lebih cepat. Sprint juga membantu Anda lebih menikmati prosesnya. Dengan kata lain, Anda benar-benar harus mencobanya sendiri. Ayo kita mulai. —Jake Knapp San Francisco, Februari 2016 [Mizan, Bentang Pustaka, Manajemen, Ide, Kreatif, Inovasi, Motivasi, Dewasa, Indonesia] spesial seri bentang bisnis &

startup
Marketing Your Business John Wiley & Sons
Wonderful book which I couldn't put down. - Charlie Marshall, CEO & Founder, Loaf A healthy blast of brutally honest common sense. - Rory Sutherland, Vice Chairman, Ogilvy UK
This needs to be in all marketing/communication colleges. - Malcolm Poynton, Executive Global Chief Creative Officer, Cheil Worldwide
The Brand Book provides a straightforward and practical guide to the fundamentals of brands and branding, enabling anyone in business to create their own powerful brand. Entertainingly written in jargon-free language, the author draws on her experiences of creating new brand strategies across a wide range of categories. Real world examples and case studies, including images from well-known brand campaigns, are used to illustrate the principles that underpin the best of brand practice. The final chapter includes handy templates and checklists to help you develop your own brand. *A number one bestseller in branding and logo design* November 2022