



The Brand Mindset: Five Essential Strategies for Building Brand Advantage Throughout Your Company

Duane E. Knapp, Christopher W. Hart

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How Starbucks became Starbucks and other secrets of branding success. Aimed at managers, not just marketers, a famed consultant presents a powerful prescription for understanding, building, and sustaining brand equity. Duane Knapp demonstrates, from a management perspective, why "a company's brand is the most valuable asset it can have." he shows how the very best practitioners - contemporary household names like Starbucks, Citicorp, Whirlpool, Lexus, Hallmark, and others - shrewdly develop and maintain their brands even in the face of ferocious competition.

Readers can assess and improve their own efforts by adopting Knapp's five proven components of the Brand Mindset that is for brand success: Make a promise to the consumer; make all decisions with the brand in mind; make sure the entire company supports the brand's message; make the brand bigger than the business, and build one specific image for the brand and stick with it always.

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