

# Sheraton Brand Standards Manual

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in today s hyper connected world any brand with a website or digital presence is global by its very definition yet in practice it takes an enormous amount of strategic planning and adaptability to successfully manage an international brand global brand management explores the increasingly universal scope of brand management in an era when many brand managers will find themselves working for large multinationals operating across varied territories categories and consumer groups developing an understanding of both the opportunities and risks of multinational brands is truly essential meticulously researched global brand management shows readers how to manage an existing global brand while simultaneously equipping them with the skills to build one from scratch the text uses fascinating case studies including oreo harley davidson and xiaomi to demonstrate the challenges of maintaining a stable brand identity when operating across territories with different languages cultural values and logistics with helpful pedagogy throughout and built in features to enhance classroom learning global brand management is the perfect springboard for students to appreciate enjoy and embrace the nuances and complexities of brand management on an international scale

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 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

stand out is a book about branding and its evolution practice and power in today s digital age it presents the why do and the how to along with a passionate philosophy on transforming business through brand centered change it spells out a sequential easily understandable proven brand building process and is a key reference text for anyone interested in brand development leadership innovation and sustainable business growth reader understanding and enjoyment are enhanced by ample presentation of supporting tables charts case examples expert tips real life experiences and pull out quotes as well as a helpful word wizard glossary at the end of each chapter explaining business terms and expressions used this book democratizes branding it makes branding its history theory and practice easily accessible and actionable stand out replaces the mystique of brand strategy with the magic of brand transformation it makes it exciting and fun and puts that power directly into the hands of the business masses it is a practical handbook for getting started with branding or for strengthening an existing brand management system it gives the reader the confidence permission and skills to get branding now

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top executives in international marketing and marketing professors give hands on theoretical insights and practical guidelines for the most relevant problems in international marketing the book is structured by easily accessible marketing catchwords and contains one in depth compact article per catchword

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