



Brand It Or Die: Action for Organizational Effectiveness Toolkit (Volume 1)

Kennedy Mpezeni

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This book provides a panoramic view on the nature, discourse, and expression of branding and brand management. Its basic purpose is to highlight in a provocative idiosyncrasy the personality of branding, demonstrate the importance and need for businesses to give deliberate thought to the art and science of branding and brand management, to expound the fundamental precepts that constitute branding, and to encourage debate within businesses and among individuals concerned about the subject matter. There is an intensifying war in the marketplace as brands compete and wage war for customers. This has seen firms pouring huge sums of money into building strong, recognized, and accepted brands with an expanding loyal customer base. This warfare has caused business entities to reconsider their brand positioning, branding, and brand management strategies. Companies have learned either proactively or reactively that the concept of branding requires due diligence and continuous attention, causing them to innovate and think creatively about strategy execution in managing their brand/s and the perceptions that emanate from this process. The primary, objective of the thoughts contained within this book are directed towards: The revitalization and rejuvenation of existing brands Providing a paradigm and critical concepts to be considered when creating a new brand Effective management and optimization of results in the brand development process Assisting businesses deliver tangible and intangible value for their customers Improving product and service image, hence increasing sales.

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