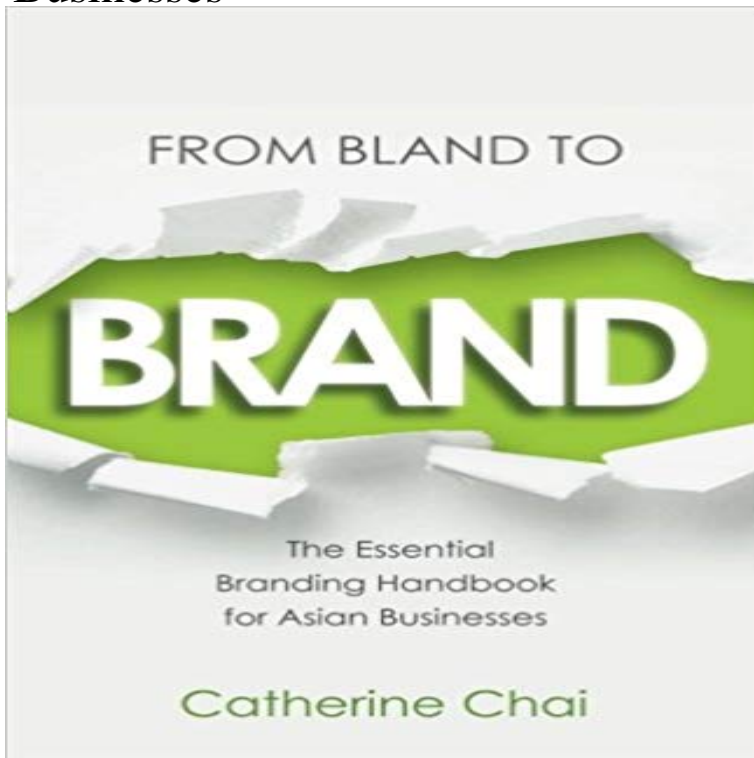


From Bland To Brand: The Essential Branding Handbook for Asian Businesses



Is your brand exactly right for your business; does it sell your products and services to your ideal customers and clients? If not, what should you do? Where do you start? Who can help? From Bland to Brand offers brand owners, business leaders and marketers an indispensable and practical guide to developing a robust brand strategy. This book gives you: An easy, step-by-step process for bringing out your brands unique value proposition; Exercises, practical examples and up-to-date case studies from Asia and around the world to inspire your brand development; Actionable ideas to create a memorable brand experience; Cost-effective ways to collect market intelligence to grow your brand. User-friendly and highly informative, From Bland to Brand is a uniquely useful and relevant companion for brand builders in Asia.

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