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United We Brand: How to Create a Cohesive Brand That's Seen, Heard, and Remembered

By Mike Moser

Harvard Business School Press. Hardcover. Condition: New. 192 pages. Dimensions: 9.3in. x 6.2in. x 0.9in. Most executives know their company's values and brand message, but often they fail to make sure that everyone else knows them too. The result: A weak brand that conveys different messages inside the company--and out in the marketplace. United We Brand offers a hands-on action plan for building a cohesive brand strategy from the ground up. Drawing from two decades of experience creating brand identities for companies including Dell, Cisco, and Kia Motors, Mike Moser provides a proven template for transforming disparate, fuzzy brand information into a concrete guidepost for making day-to-day branding decisions. Called the Brand Roadmap, this valuable tool enables organizations of all sizes and kinds to leverage insights and strategies once only available through big-gun consulting and ad agencies. Step by step, it guides readers through the four key components of brand strategy: identifying core values, creating a focused brand message, developing a distinctive brand personality, and choosing a consistent set of brand icons. Filled with vivid case examples and practical worksheets, United We Brand is essential for anyone involved in charting a company's distinctive path to success. Winner of five Clio Awards...



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