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In this economy ruled by ideas, the only sustainable form of leadership is brand leadership. To build a brand promise

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that consumers will value and, in doing so, help build brand equity, it is essential for everyone in the continuum to understand the progression of branding from management to leadership.

60-Minute Brand Strategist | Wiley News Room - Press ...

It is an essential guide for every brand managers and marketing professionals in the 21st century. In 60-Minute Brand Strategist, Idris follows up on his insightful book High Intensity Marketing by introducing a masterful and proven approach to brand strategy development.

60-Minute Brand Strategist by Idris Mootte

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Introduction - 60-Minute Brand Strategist: The Essential ...

60 Minute Brand Strategist

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1. "Like human beings, all brands are born equal. The trick is to prove one isn't. Branding is the art and science of identifying and fulfilling human physical and emotional needs by capturing attention, imagination and emotion long enough to make money from it."

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Praise for 60-Minute Brand Strategist: "A fresh take on the wisdom of putting brand strategy at the heart of corporate strategy. Brilliant insights for a fast-moving world." (Angela Ahrendts, CEO, Burberry).

60-Minute Brand Strategist (PDF)

60 Minute Brand Strategist - An Excerpt. Written by Idris Mootee. @ideacouture
Why do we need a theory for strategic brand management? Because theory is eminently practical. Managers are the world's most voracious consumers of theories. Every time a brand marketing decision is made, it is usually based on some implicit understanding of what ...

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60 Minute Brand Strategist by Ivaylo Tsvetkov - Issuu

If you're ready to invest in yourself, your vision and brand then get on my calendar and let's talk. Set up your \$60 for 60 Minutes Brand Strategy Chat. On this call let's talk about the things that are holding you back, keeping you stuck and stagnant in your business and what you can do RIGHT NOW to CHANGE IT!

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The challenge inherent in books like "The 60 Minute Brand Strategist" by Idris Mootie is one of degree. From the outset, the writer runs the risk of, on the

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one hand, demonstrating that the topic is, in fact, just too complicated to be conveyed in the book you hold in your hands.

Amazon.com: Customer reviews: 60-Minute Brand Strategist ...

During a 60 minute Visual Brand Strategy call, I work with my clients to discover: Define their visual brand objectives. Identify their core audience. Outline their desired user experience. Create action lists for building visual brand assets. Identify success metrics.

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