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THE BRAND CHALLENGE: ADAPTING BRANDING TO SECTORIAL IMPERATIVES (PAPERBACK)



KoganPage Ltd, United Kingdom, 2014. Paperback Condition: New. Language: English . Brand New Book. The Brand Challenge provides a comprehensive and topical examination of the application of branding across a variety of sectors including luxury goods, finance and not-for-profit; it proves essential reading for anyone involved in branding decisions or wanting to know more about the branding process. Edited by leading brand analyst Kartikeya Kompella, The Brand Challenge explains the nuances of building brands in different industries with a...

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- Authored by Kartikeya Kompella
- Released at 2014



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