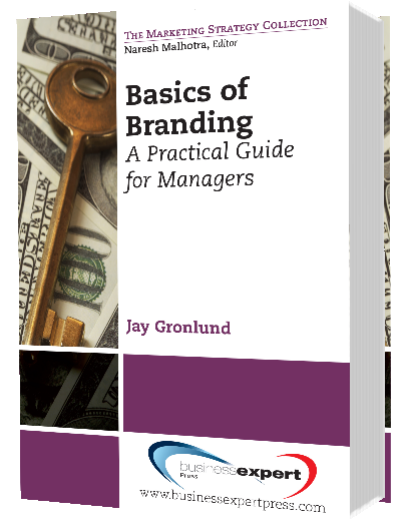


Basics of Branding: A Practical Guide for Managers by Jay Gronlund

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“Sales on our product have stalled — we must re-brand it.” “There’s a lot of noise out there — what can we do to stand out?” “If we just use social media, the Millennials will want it.” “I know our customer, and I KNOW they will like our product.”

I hear things like this often in a variety of industries. Unfortunately they all reflect a lack of understanding of how real branding works and what it can do for your business. Powerful brands are different, compelling, and relevant enough to truly excite the minds and hearts — and wallets — of their customers. My new book *Basics of Branding* explains how you can create an emotional connection with your customer that results in sustainable brand loyalty and steady revenue growth.

Basics of Branding is essential for any manager who is involved in the strategic growth of his or her brand, whether B2C or B2B, whether student or senior executive. The goal for each is to develop a value proposition that makes a lasting impact and delights the customer. An essential first step is creating a message or impression that forges a bond of trust with that customer.

Jay Gronlund uses an easy-to-understand style that emphasizes practical and proven approaches for successful brand development, based on his own marketing experiences around the world, as well as the insights of other leading experts. All aspects of branding are covered — including product/service, corporate, employer, personal, and global branding.



Jay Gronlund has held senior positions at Richardson-Vicks, Church & Dwight, Seagrams, and Newsweek. In 1990, Jay started The Pathfinder Group, a boutique business development consulting firm specializing in cross-border marketing (helping US companies expand into overseas markets and non-US companies entering the US); re-positioning brands; facilitating ideation sessions; and conducting workshops overseas. Jay created a course “Positioning and Brand Development” for NYU, which he has taught since 1999 to students from the US and abroad. He has authored several articles, white papers, and books. Jay is also affiliated with other business development firms: Latin Pulse in Mexico, Global Partners, and The Knowledge Agency®. He received a BA from Colby College and an MBA from Tuck at Dartmouth.

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