



Brand Aid: An Easy Reference Guide to Solving Your Toughest Branding Problems and Strengthening Your Market Position

Brad VanAuken

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This is a ready reference that leads the way for anyone setting out to build a winning brand! Written by an acknowledged expert with 20 years of experience building world-class brands, "Brand Aid" is a day-to-day quick-reference guide that provides solutions for the 22 most pressing problems faced by brand managers. This comprehensive, practical how-to guide also gives readers 17 invaluable end-of-chapter checklists to help them assess and advance their own brand management efforts. Succinct and easy-to-read, it features exercises, formulas, case studies, proprietary research findings, and other useful tools including a template to help them do a complete brand audit. "Brand Aid" covers topics ranging from research, positioning, and advertising to brand equity management, legal issues in brand management, and creating a brand-building organization. It includes an overview of the entire brand management and marketing process, as well as in-depth discussions of brand building on the Internet and internal brand building. A treasure trove of techniques, templates, and rules of thumb, "Brand Aid!" is an indispensable roadmap for anyone responsible for building their organization's brand.

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