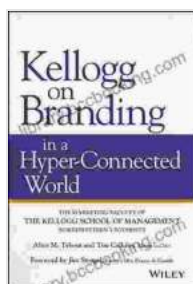


Kellogg On Branding In Hyper Connected World: A Comprehensive Guide to Building Strong Brands in the Digital Age

In today's hyper-connected world, where consumers are bombarded with a constant stream of information and brands compete for attention in an increasingly crowded marketplace, it is more important than ever to have a strong brand that stands out from the competition. Kellogg On Branding In Hyper Connected World is the essential guide to building and managing strong brands in the digital age.

Written by leading branding experts from the Kellogg School of Management, Kellogg On Branding In Hyper Connected World provides a comprehensive overview of the latest branding trends and strategies. The book covers a wide range of topics, including:



Kellogg on Branding in a Hyper-Connected World

by Tim Calkins

★★★★☆ 4.5 out of 5

Language : English

File size : 2423 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 368 pages

Lending : Enabled

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* The importance of brand purpose and authenticity * How to create a strong brand identity * The role of social media in brand building * The impact of technology on brand management * How to measure and track brand performance

Kellogg On Branding In Hyper Connected World is a must-read for any marketer who wants to build a strong brand that will thrive in the digital age.

Key Features

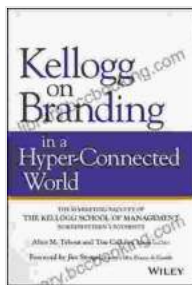
* Written by leading branding experts from the Kellogg School of Management * Provides a comprehensive overview of the latest branding trends and strategies * Covers a wide range of topics, including brand purpose, brand identity, social media, technology, and brand performance measurement * Includes case studies of successful brands * Offers practical advice and tools that can be used to build stronger brands

Benefits

* Gain a deep understanding of the latest branding trends and strategies * Learn how to create a strong brand identity that will resonate with your target audience * Use social media to build your brand and connect with your customers * Leverage technology to improve your brand management efforts * Measure and track your brand performance to ensure that you are achieving your desired results

Call to Action

If you are looking to build a strong brand that will thrive in the digital age, then you need to read Kellogg On Branding In Hyper Connected World. Free Download your copy today!



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