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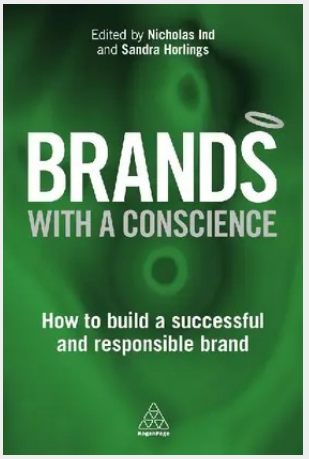
Brands with a Conscience

How to Build a Successful and Responsible Brand



129,30 €
129,30 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781398695566
Medium: Buch
ISBN: 978-1-3986-9556-6
Verlag: Kogan Page
Erscheinungstermin: 26.01.2021
Sprache(n): Englisch
Auflage: 1. Auflage 2021
Produktform: Gebunden
Gewicht: 529 g
Seiten: 240
Format (B x H): 161 x 240 mm

The definitive expert guide to ethical brand practice from the prestigious Medinge Group, ***Brands with a Conscience*** dissects the philosophies underpinning sustainable brands to arrive at a set of eight clear guiding attributes which can be used as the foundation of a strategy for responsible growth. These attributes span the public persona of an organization, the actions to take when things go wrong, the effort invested in developing relationships, the promotion of core values and balancing measures of success across economic, human, social and environmental factors. They are then used as the criteria to assess twelve carefully selected case studies, which include Dilmah Tea, H&M, Dr. Hauschka, Merci and the John Lewis Partnership, amongst other leading international brands. Because the potential to have bad practice unmasked or to have successes amplified online is greater than ever, it pays to adopt a strategy that builds customer loyalty and trust.

Brands with a Conscience inspires via examples of brands which not only exhibit a genuine desire to operate ethically, but also have seen impressive success in terms of engagement with consumers, reputation, and return on investment. The book includes a range of practical tools to bring together the main concepts in an easy-to-adopt framework for building a brand strategy based upon real world experience. If you are a brand manager or marketing professional seeking a conscientious approach to consumer engagement, then **Brands with a Conscience** will support you every step of the way.

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Kundenservice Verlag Dr. Otto Schmidt KG
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)