



30 Minuten Markenführung (German Edition)

Arnd Zschiesche, Oliver Errichiello

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Marken begleiten unseren Alltag: Apple, Mercedes und Co. stehen als Synonyme für Erfolg, Einfluss und Bedeutung. Es scheint, Marke ist heute alles und alles ist Marke. Doch was ist dran am Mythos "Marke"? Arnd Zschiesche und Oliver Errichiello erklären in diesem Ratgeber, wie eine Marke konkret funktioniert und wie Unternehmen die Marke konsequent zum entscheidenden Wettbewerbsvorteil aufbauen. Wichtig dabei: Jede Unternehmung kann zur Marke werden - auch das Restaurant an der Ecke oder der regionale Dienstleister! Und mit den 10 Regeln der erfolgreichen Markenführung geben die Autoren Ihnen ein praktisches Instrumentarium für Ihre eigene Markenführung an die Hand.

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