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# BRAND REAL: HOW SMART COMPANIES LIVE THEIR BRAND PROMISE AND INSPIRE FIERCE CUSTOMER LOYALTY: HOW SMART COMPANIES LIVE THEIR BRAND PROMISE AND INSPIRE FIERCE CUSTOMER LOYALTY (HARDBACK)



Amacom, United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. Companies are forever being more creative in their branding strategies, building identities ranging from the warm-and-fuzzy to the ultra-cool and edgy. But it seems that many of these enterprises forgot that a brand, at its heart, is a promise to deliver. If the brand experience does not live up to that promise, customers will take their business elsewhere. Brand Real is a business strategy guide for making...

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- Authored by Laurence Vincent
- Released at 2012



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