



Brand Aid: Brand Power at the Heart of Your Business

By Allan Bonsall, John Harrison

B Jain Publishers Pvt Ltd. Paperback. Book Condition: new. BRAND NEW, Brand Aid: Brand Power at the Heart of Your Business, Allan Bonsall, John Harrison, Brand-aid will not only help you make a sale but build relationships and earn you business. Brand-aid is about how a brand can help you understand the needs of your customers and turn those needs into powerful business opportunities. Brand-aid explains how strong brands become powerful tools in our economy and how a powerful brand can enable managers to transform their business, and themselves. Brand-aid will also help you understand why it is imperative to deliver on the promises you make through your brand. After all everything we do begins and ends with the customer.



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