



Don't Mess with the Logo: The Straight Talking Bible of Branding

By Andy Milligan, Jon Edge

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Don't Mess with the Logo: The Straight Talking Bible of Branding, Andy Milligan, Jon Edge, "Jon and Andy lay out a road-map for great brand management, packed with the essentials of brand theory and practical tips to make it happen. It does for brand management what the Haynes workshop manuals do for cars." Peter Gowers, Chief Executive, InterContinental Hotels Group, Asia-Pacific "Brands are about difference and personality. This book really is different. It makes you think and makes you smile!" Peter Fisk, The Genius Works "Branding isn't rocket science but it sometimes pretends to be. Here's a book without such pretensions, a book to make you smile, learning while you smile." John Simmons, Director, The Writer "an enjoyable read full of practical tips. There is far too much jargon in business generally and in branding and communications in particular, this book is an entertaining antidote to that" Mike Lee, OBE, CEO Vero Communications Humorous, practical and everything you need to know about branding. This is a different kind of business book. You will find no jargon or dense, theory-laden text. Building a brand with impact is one of the most important tasks...



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