



Meine Marke: Was Unternehmen Authentisch, Unverwechselbar Und Langfristig Erfolgreich Macht (German Edition)

Hermann H. Wala

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Successful brands touch, move and win a customer's heart. What is the difference between Apple, Google, etc. and other companies? What is the success behind of Nespresso, Red Bull or Starbucks? The rules for strong brands have changed dramatically in recent years. In his sixth revised edition, Hermann H. Wala decrypted the successful strategies of today's major brands: the ones to gain are those businesses that achieve a special emotional connection through 'we-feeling' between people, brand and media. This Wir Marken (We Brand) must be lived throughout the whole company and the corporate governance must set a credible example for this new mentality and feeling. Find out, which seven tools help managing directors to make their brand into a Wir Marken (We Brand)- established, practical and entertaining. Additional bonus: Preface by Prof. Dr. Burda and seven prominent brand ambassadors, who offer an interesting insight into their respective success strategies, such as Herbert Hainer (adidas Ag), Prof. Dr. Dr. hc Hermann Simon (Simon-Kucher & Partners), Franz Beckenbauer, Thomas Ebeling (ProSiebenSat.1 Media) . . .

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