

# Secrets Of Success In Brand Licensing - Andrew Levy

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Brand Licensing is the most exciting and inspiring element of the marketing mix, reaching all of us in every product sector from clothing, food, giftware, household, music and publishing to stationery and toys. Brand Licenses can come from a fantastic variety of backgrounds including the arts, design, entertainment, celebrities, online and sport. Whether you are a brand owner looking to license out your brand or a manufacturer thinking of buying into a license, getting it RIGHT has never been so important. Secrets of Success in Brand Licensing is written by Brand Licensing Industry experts, Andrew Levy and Judy Bartkowiak who share their years of practical experience and contacts worldwide to bring you the inside story on today's successful brand licensing campaigns. What is Brand Licensing?; What makes a successful Brand License?; The process of Brand Licensing; The role of key players in Brand Licensing; Promoting your Brand License; Maximising Retail Impact; Keeping up with infor...Author: Levy, Andrew Publisher: MX Publishing Illustration: N Language: ENG Title: Secrets of Success in Brand Licensing Pages: 00213 (Encrypted EPUB) / 00213 (Encrypted PDF) On Sale: 2011-10-11 SKU-13/ISBN: 9781908218957 Category: Business & Economics : International - Marketing

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