

Rebuilding The Brand: How Harley-davidson Became The King Of The Road - Clyde Fessler

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What happens when a company's brand needs more than a face-lift? Author Clyde Fessler, former Harley-Davidson vice president of marketing and business development, takes you along for a ride through a complete brand overhaul. By examining the core principles of brand identity, development, and extension, Fessler shows how these ideas and others helped reestablish Harley as one of the most enduring and identifiable brands in the world. Author: Fessler, Clyde Publisher: Triple Nickel Press Illustration: N Language: ENG Title: Rebuilding the Brand: How Harley-Davidson Became the King of the Road Pages: 00128 (Encrypted EPUB) / 00128 (Encrypted PDF) On Sale: 2012-08-15 SKU-13/ISBN: 9780983815211 Category: Business & Economics : Sales & Selling - General

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