

Brand Turnaround: How Brands Gone Bad Returned To Glory And The 7 Game Changers That Made The Difference - Karen Post

[DOWNLOAD HERE](#)

No brand is immune to crisis. WILL YOU BE READY? "A brand isn't just what you say-it's what you do. Post understands that and fearlessly shines a light on what actions can make a difference." -Seth Godin, author of We Are All Weird "Karen Post is more than merely a game changer, she creates the rules for winning every time with a 1.000 batting average, no mean feat. Brand Turnaround will completely reverse your field and create the home team advantage every time." -Alan Weiss, Ph.D., author of Million Dollar Consulting and The Consulting Bible "I hate to tell you-it can happen for any company: a brand disaster. Karen Post explores what a brand catastrophe means and, most important, how to survive when it strikes. Brand Turnaround is a great life jacket for every company preparing for the unavoidable disaster before it strikes." -Martin Lindstrom, bestselling author of Brandwashed "Karen Post provides great lessons, not only for entrepreneurs, but for all of us as we build our own personal brands. Brand Turnaround is a must-read for all 'students' of entrepreneurship." -Rebecca J. White, Ph.D., James Walter Distinguished Chair of Entrepreneurship; professor and director, University of Tampa Entrepreneurship Center "What separates GREAT brands from the sea of others is that they embrace failure and learn from their mistakes. Brand Turnaround embraces this philosophy and offers insightful, practical, and relevant advice on how to leverage the lessons of failure and turn them into moments of learning and ultimate competitive advantage." -Julie Cottineau, VP, Brand, Virgin USA, and founder, Brandtwist.com "An amazing book, chock full of quickly read, easily understood, and immediately actionable ideas to turn around brands." -James Belasco, Ph.D., author, professor, and entrepreneur About the Book: Ford, Xerox, and Domino's. Each of these high-profile brands faced a widely publicized meltdown that threatened to put them out of business-and each one is going strong today. Why? They took charge with conviction, creativity, and smarts. Brand Turnaround examines these and other brands-big and small-to prove that with the right plan and leadership any brand can recover. Karen Post, a leading expert on branding, provides practical insight and methods you can use to transform your brand when it seems the world is

crashing down around it. Post has researched the brand-recovery strategies from a diverse mix of more than 75 brands—from Ford, JetBlue, and the Red Cross to Robert Downey, Jr., Arianna Huffington, Michael Vick, and Martha Stewart. She details the brand-damaging events and examines the steps each brand took to return to glory—then applies the best practices into a powerful, seven-step process you can use to keep your brand moving forward through any storm:

- #1: Take Responsibility
- #2: Never Give Up
- #3: Lead Strong
- #4: Stay Relevant
- #5: Keep Improving
- #6: Build Equity
- #7: Own Your Distinction

Brand Turnaround has the tools you need to develop a game plan within hours of the incident to prevent the problem from spreading; to create a company culture designed to handle situations quickly and effectively; and to manage emotions during the toughest days. Scandals. Recalls. Natural disasters. Major and minor crises are daily events in today's world of business. Don't get caught blindsided when it's your turn. Whether you run a family business or sit on the board for a major corporation, Brand Turnaround has everything you need to prepare your organization now—and keep customer loyalty and profitability rolling through any future challenges.

Author: Post, Karen
Publisher: McGraw-Hill
Illustration: N
Language: ENG
Title: Brand Turnaround: How Brands Gone Bad Returned to Glory and the 7 Game Changers that Made the Difference
Pages: 00264 (Encrypted EPUB) / 00264 (Encrypted PDF)
On Sale: 2011-12-12
SKU-13/ISBN: 9780071775281
Category: Business & Economics : Marketing - Research
Category: Business & Economics : Strategic Planning

[DOWNLOAD HERE](#)

Similar manuals:

[Rothenburg Upon The River Tauber Middle Frankonia Bavaria Germany Business Sign Restaurant Altes Bruhaus](#)

[Symbolic For Market Research](#)

[Symbolic For Market Research](#)

[Symbolic For Market Research](#)

[Symbolic For Market Research](#)

[BRD Germany Mecklenburg Vorpommern City Stralsund Historical Houses In The Down Town And Nicolai Church View To Harbour And A German Research Ship At Anchor](#)

[Rich Businessmen](#)

[Rich Businessmen](#)

[Rich Businessmen](#)

[Symbolic For Business Men](#)

[Symbolic For Business Men](#)

[Businesspeople And Money](#)

[Businessman And Money](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Symbolic For Right Way In Business](#)

[Businessman And Money](#)

[Businessman And Money](#)

[Businessman And Money](#)

[Symbolic For Businessmen And Money](#)

[Businessmen And Money](#)

[Businessmen And Money](#)

[Ukraine Kiev Place Of Independence Northern Part With Historical Buildings In Sowjet Realism Architecture With Glasdome Of Shopping Center Globus I Businesspeople Tourists Visitors Blue Sky 2004](#)

[Crosswalk With Yellow Car-stop Button And A Businessman Crossing. Paarl - South-Africa](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businessmann Standing In A Papership Made Of Banknote](#)

[Businesspeople Looking Through A Loupe On A Papership Made Of Euro Banknote](#)

[Businesspeople Looking Through A Loupe On A Papership Made Of Euro Banknote](#)

[Business People Looking Through A Loupe](#)

[Business People Looking Through A Loupe](#)

[Symbolic Business People Under Loupe](#)

[Accumulation Of Inflatable Multicolored Swimming Tires In Business For Beach Accessories.](#)

[Morning Mood In The Brussels City Center To The St. Michels St. Michiels Cathedral. Illuminated Business In A Wilhelminian Style Building Before Cathedral In The Blue Morning Light.](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)

[Business Manager With No Money In His Pocket Is Totally Washed Out](#)

[Business Manager Inserts Mobile Phone In His Pocket](#)

[Business Man In Suit Stands Still](#)

[Business Man In Suit Is Dancing Dynamic After The Conclusion Of A Contract](#)

[Business Man Is Grating Hands](#)

[Business Man Is Appeasing](#)

[Business Man Shows His Big Hand](#)

[Cool Business Man Holds His Drink](#)

[Depression - Sad Business Man Is Thinking About His Life And Suicide Holding Whiskey Glas And Gun In His Hands](#)

[Businessman Smiling](#)