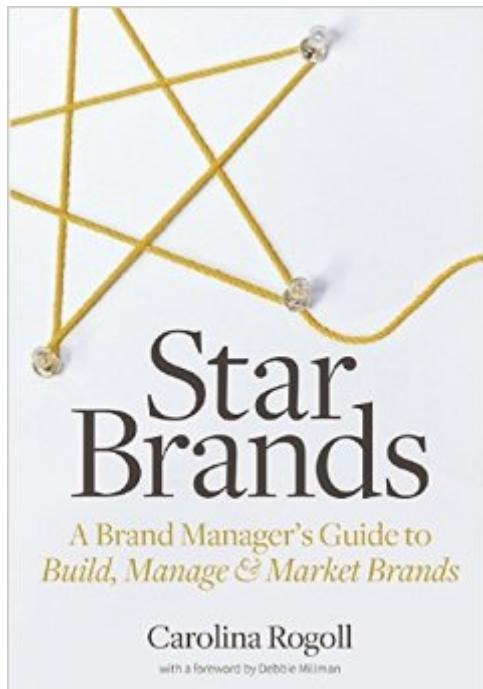


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Star Brands: A Brand Manager's Guide To Build, Manage & Market Brands



Synopsis

For anyone who wants to learn the fundamentals of branding in an approachable way without poring over dense text or hiring an expensive consultant, Star Brands presents a unique model that offers structured guidance and professional tips for building, managing, and marketing any brand. Created by savvy brand manager Carolina Rogoll, the star brand model is a perfect intersection of solid marketing and management theory with an approachable, visually oriented design. The author teaches step-by-step how to assess a brand's unique challenge, how to define the brand's equity and target, how to craft a solid brand growth strategy, and how to measure success once the brand is in the marketplace. The book includes case studies from famous star brands as well as interviews with top business school professors, advertising agency leaders, and former CEOs. Topics covered include the star brand model; leaders behind star brands; brand assessment and goal setting; defining brand equity; selecting a brand target; insights, benefits, ideas; theory from the best marketing and management resources; marketing strategy; how to build a marketing plan; and much more. The author combines her experience building brands at the front lines of a big multinational company with top-notch marketing and management theory. What results is an ideal primer for anyone seeking structured guidance on building a brand for a client, managing a brand, or even starting a brand for oneself.

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Customer Reviews

Whether you're an entrepreneur or in the executive suite, you will greatly benefit from "Star Brands",

which has just moved to the front of the line as THE definitive guide for how to smartly and strategically build a brand. Rogoll's Star Brand model is super clear and is complemented with interesting stories, examples, and case studies all throughout (some of my favorite illustrative examples include Harley Davidson, GM, and even a denim brand the author made up to crisply help define how you can define the target for your brand). One of the things I love most about this book is that it's done with a deft practitioner's touch. Rogoll blends her real world, front line brand management experience at Procter & Gamble (the company that invented brand management) and her experience as a brand management instructor at The School of Visual Arts in NYC into a practical guidebook. This isn't one of those theoretical/conceptual books that sounds great but then you don't know what to do with - it's a BLUEPRINT for building a brand - and a thorough one at that. I'm a Marketing Director and found the authors' Star Brand model insightful and spot on - it has reinvigorated my dedication to some of the fundamentals of brand building and illuminated the art and science of it all in ways I hadn't thought of before. From core brand strategy and equity development to learning what a true insight and brand benefit is all the way through to the execution and measurement of a marketing strategy and plan, this is an absolute primer for brand building. Consider this a must have, mandatory addition to your journey as a passionate brand builder.

The lessons learned from Star Brands helped re-brand myself. Before, I was trying to readjust my resume to fit into job requirements, rather than looking at jobs rather than seek out jobs where I could offer greater value. Star Brands helped me better define my equity. The Platonic concepts of "know thyself" and "clarity" were reinforced after reading Carolina Rogoll's book.

Rogoll's book is easy to digest and gives a great succinct overview of the Marketing basics. I would really recommend this book for those that have a working understanding of marketing, but need to remind themselves of some of the more rudimentary principles. I plan to keep this book at my desk as it has some great visuals for helping one organize their thoughts about the brand and the consumer.

Absolutely perfect!!! I enjoyed the reading and it was very easy to understand. I work in the Oil & Gas industry and the marketing techniques used here are not the conventional. I was positively surprised that I am able to apply the learnings into my field. I believe that this book is applicable to anyone/anything.

I work with Carolina, and can tell you that everything she talks about here she practices - and it works. Star Brands is full of practical, smart advice, supported by clear and inspiring cases studies. As a primer to good marketing, its hard to go past this book.

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