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Six Rules of Brand Revitalization, Second Edition: Learn the Most Common Branding Mistakes and How to Avoid Them (2nd Edition)

Larry Light, Joan Kiddon

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Are you responsible for reinvigorating your brand to achieve enduring profitable growth in a volatile world? Or for keeping a still-strong brand from fading in relevance and value? The **Six Rules of Brand Revitalization, Second Edition** presents an intensely practical blueprint for resurrecting or revitalizing any brand, and driving it to unprecedented levels of success.

Larry Light and Joan Kiddon illuminate their blueprint with up-to-date case studies and specific examples from their unsurpassed brand experience, offering detailed "dos" and "don'ts" for everything from segmentation to RandD to executive leadership. You'll discover how to eliminate siloes, and refocus your entire organization around common goals and brand promises... restore brand relevance based on an ever-more-profound knowledge of your customers... reinvent your total brand experience, leveraging innovation, renovation, marketing, and value.

Using McDonald's and other prominent examples, Light and Kiddon show how big brands get into trouble by committing several common mistakes… how to reenergize them… why hard-to-change bad habits can lead brands back into trouble again… and how to keep that from happening to your brands. Along the way, they demonstrate how to define and measure progress, rebuild brand trust within and outside the organization, create a "plan to win," and execute on it!

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Adam Carter:

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