

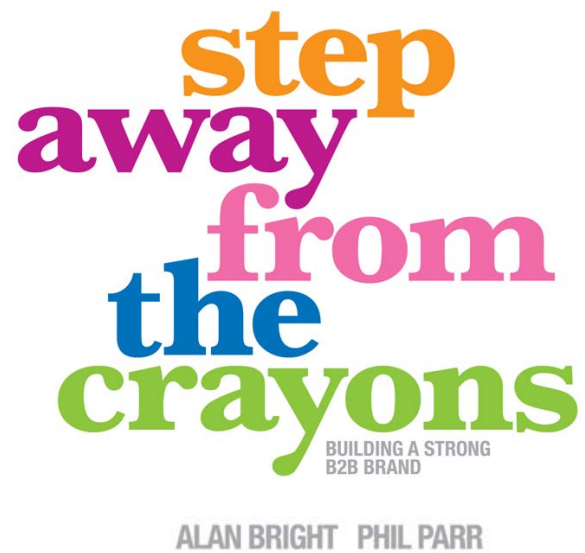
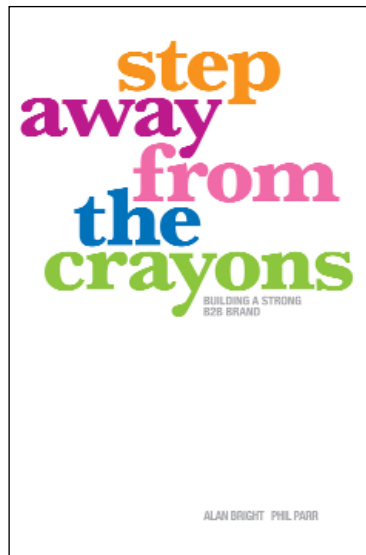
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A practical, down-to-earth book that will lift the lid off of business-to-business branding. If you want a book stuffed full of the logos of the uber-brands then this isn't the book for you. If you want someone to tell you how to create stunning visuals, then this isn't the book for you. If you want to take your business to the next level and begin to build real value into your company then read on.

The book introduces the concept of 'holistic branding', a vital ingredient for the success of businesses in the 21st century – not just another marketing methodology.

This book will help you to:

- Understand how brand works holistically
- Define your brand
- Build a strategy for your brand
- Create real competitive advantage
- Build a winning team
- Radically improve customer retention
- Maximise the value of your business
- And much more besides!

About the Authors: Alan Bright has nearly 40 years in the design industry, as a designer and photographer. In 1979 he designed the typeface 'Brighton' which has been used as the text face for the book. Alan started running his own business in 1980, and is now CEO of Twentyfive Creative LLP.

Phil Parr is a strategic Brand Specialist and Director of Twentyfive Creative LLP. Phil has 20 years experience working in large corporates in the Financial Services sector. Phil joined Twentyfive in 2002 and has spent the last 2 years developing and fine-tuning the Holistic Brand model and toolset.

PUBLISHED 1 OCTOBER 2008

EVALUATION COPIES FOR THE BOOKS TRADE CAN BE OBTAINED AT: books@troubador.co.uk

ISBN 9781848760226

£13.99 RRP

206 PP

152 x 229 mm portrait

Softback

Readership: Business

Distributor: Troubador Publishing Ltd, 9 De Montfort Mews, Leicester, LE1 7FW, UK

Email: books@troubador.co.uk Tel: 0116 2559311

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