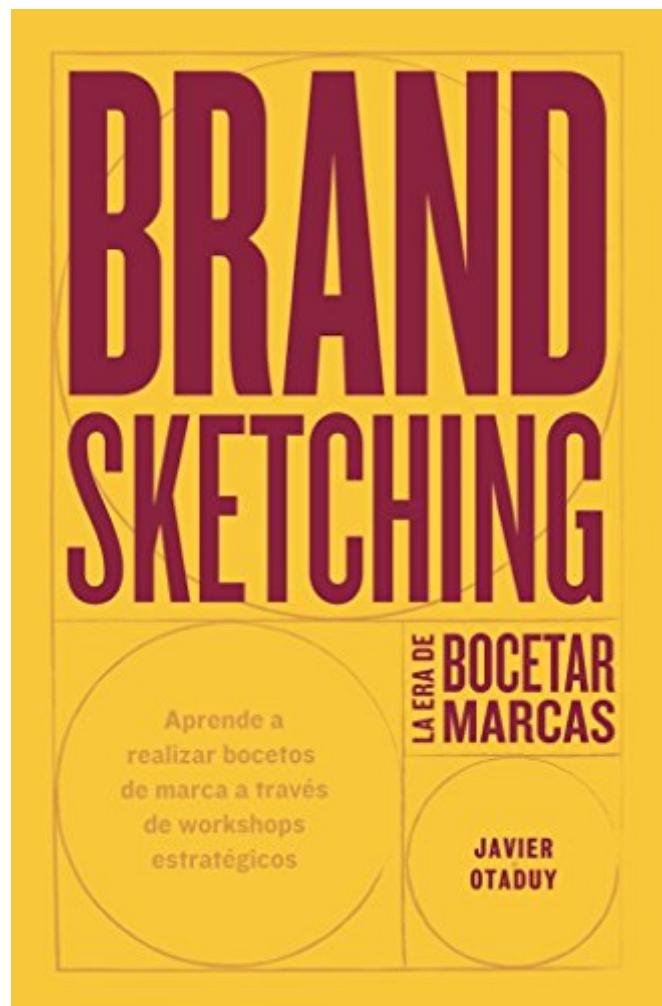


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Brand Sketching: La Era De Bocetar Marcas. (Spanish Edition)



Synopsis

"Brand Sketching" is Otaduy's 4th book about Marketing, Branding and Consumer Intelligence. The purpose of this book is to present the key concepts of Brand Strategic Workshops as a great tool to develop & grow Brands. "Brand Sketching" is the strategic discipline that help marketers, businessmen, advertising people, CEOs, CMOs, marketing research people or any kind of person who needs to position a brand, institution or person, in order to develop Brand Conceptual Sketches that have the potential to be implemented in the near future. Brand Sketches could be Positionings, Brand Manifestos, Brand DNAs, Concepts of products or services, Business Solutions, or Breakthrough Ideas that could be implemented in a new logo, packaging, brandname, brand book, promotion, advertising or digital campaign, distribution channel or brand content.

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