

202 Books

 Sort by [Score](#) [Title](#) [Recent](#)

-
- A Social Strategy** ★★★★★
How We Profit from Social Media
 by [Mikolaj Jan Piskorski](#)
 Consumer Behaviour, Digital & Webmarketing, Growth Strategy, Social Media, Strategy
-
-
- Activate!**
Power Up Your Brand to Dominate Your Market, Crush Your Competition & Win in the Digital Age
 by [Gal S. Borenstein](#)
 Branding, Digital & Webmarketing, Growth Strategy, Management, Strategy
-
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- Adland** ★★★★★
A Global History of Advertising
 by [Mark Tungate](#)
 Advertising, Branding, Communication, Market Trends, Strategy
-
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- Age of Context** ★★★★★
Mobile, Sensors, Data and the Future of Privacy
 by [Shel Israel](#), [Robert Scoble](#)
 Branding, Communication, Innovation, Social Media, Strategy
-
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- Aligning Strategy and Sales** ★★★★★
The Choices, Systems, and Behaviors that Drive Effective Selling
 by [Frank V. Cespedes](#)
 Growth Strategy, Management, Metric & ROI, Sales, Strategy
-
-
- All Eyes East** ★★★★★
Lessons from the Front Lines of Marketing to China's Youth
 by [Mary Bergstrom](#)
 Branding, Consumer Trends, Innovation, Sales, Targeting

Keywords

- Advertising
- Branding
- CSR
- Communication
- Consumer Behaviour
- Consumer Trends
- Digital & Webmarketing
- Direct Marketing
- Education & Training
- Growth Strategy
- Innovation
- Management
- Market Trends
- Media
- Metric & ROI
- PR
- Positioning
- Pricing
- Product
- Product Development
- Promotion
- Research
- Retail
- Sales
- Social Media
- Strategy
- Targeting

Geographical Area - Relevance

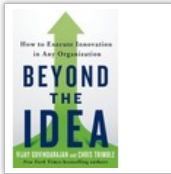
- Africa
- Asia
- Europe
- Oceania
- US

Geographical Area - Examples

- Africa
- Asia
- Europe
- Oceania
- US

Business sector

- B2B



Beyond the Idea



How to Execute Innovation in Any Organization

by [Vijay Govindarajan](#), [Chris Trimble](#)

Growth Strategy, Innovation, Management, Strategy



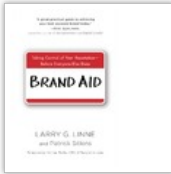
Brand Advocates



Turning Enthusiastic Customers into a Powerful Marketing Force

by [Rob Fugetta](#)

Communication, Digital & Webmarketing, Promotion, Social Media



Brand Aid



Taking Control of Your Reputation--Before Everyone Else Does

by [Larry G. Linne](#), [Patrick Sitkins](#)

Branding, Communication, Consumer Trends, Positioning, Sales



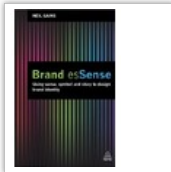
Brand Breakout



How Emerging Market Brands Will Go Global

by [Nirmalya Kumar](#), [Jan Benedict E.M. Steenkamp](#)

Branding, Consumer Behaviour, Consumer Trends, Market Trends, Strategy



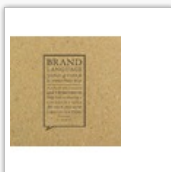
Brand EsSense



Using Sense, Symbol and Story to Design Brand Identity

by [Neil Gains](#)

Advertising, Branding, Communication, Consumer Behaviour, Research



Brand Language



Tone of Voice the Wordtree Way

by [Liz Doig](#)

Branding, Communication, Education & Training, Positioning, Strategy



Brand Media Strategy

Integrated Communications Planning in the Digital Era

by [Antony Young](#)

Advertising, Digital & Webmarketing, Metric & ROI, Social Media, Targeting



Brand Psychology



Consumer Perceptions Corporate Reputations

by [Jonathan Gabay](#)

Branding, Communication, Consumer Behaviour, Media, PR

- B2C
- Consumer Goods
- FMCG
- Industrial Goods
- Internet/Telecommunications
- Non-profit
- Retail
- Services

Audience

- Brand Manager
- CEO
- Junior marketer
- Marketing Director
- Senior marketer
- Student
- VP Marketing

Style

- Fun & entertaining
- Rather serious and heavy
- Serious & heavy

Content

- 'How to' guidelines
- Inspiring & practical (examples)

Author

Publisher

Language

DatePublished

- 2010
- 2011
- 2012
- 2013
- 2014
- 2015

