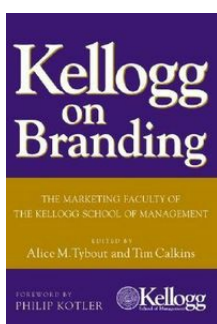


KELLOGG ON BRANDING: THE MARKETING FACULTY OF THE KELLOGG SCHOOL OF MANAGEMENT

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Ultimately, brands are built by people who passionately believe in their brands. Indeed, many of the worlds best brands can be linked to a single person: Howard Schultz created Starbucks, Steve Jobs built Apple, Pleasant Roland formed American Girl, Richard Branson developed Virgin, and Phil Knight was the driving force behind Nike. Brand builders understand and believe in the power of brands. Tim Alice M. Tybout, Kellogg on Branding: The Marketing Faculty of The Kellogg School of Management //

Reader's Opinions

Important reading for the marketing strategistThis book compiles such a rich array of content that it is both, intense but practical. Definitely a must read for anyone looking to build brands.

The Kellogg series offers a detailed insight into branding. Interesting if you are interested in branded products.