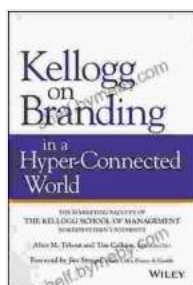


Kellogg on Branding in a Hyper-Connected World

In today's hyper-connected world, brands are more important than ever before. Consumers are constantly bombarded with messages from brands, and they are increasingly making decisions based on the brands they trust. As a result, it is essential for businesses to have a strong branding strategy in place.

Kellogg on Branding in a Hyper-Connected World provides a comprehensive overview of the latest trends in branding. This book draws on the expertise of leading branding experts from the Kellogg School of Management, and it offers practical advice on how to create and manage a successful brand in today's digital age.



Kellogg on Branding in a Hyper-Connected World

by Tim Calkins

★★★★☆ 4.5 out of 5

Language : English

File size : 2423 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 368 pages

Lending : Enabled



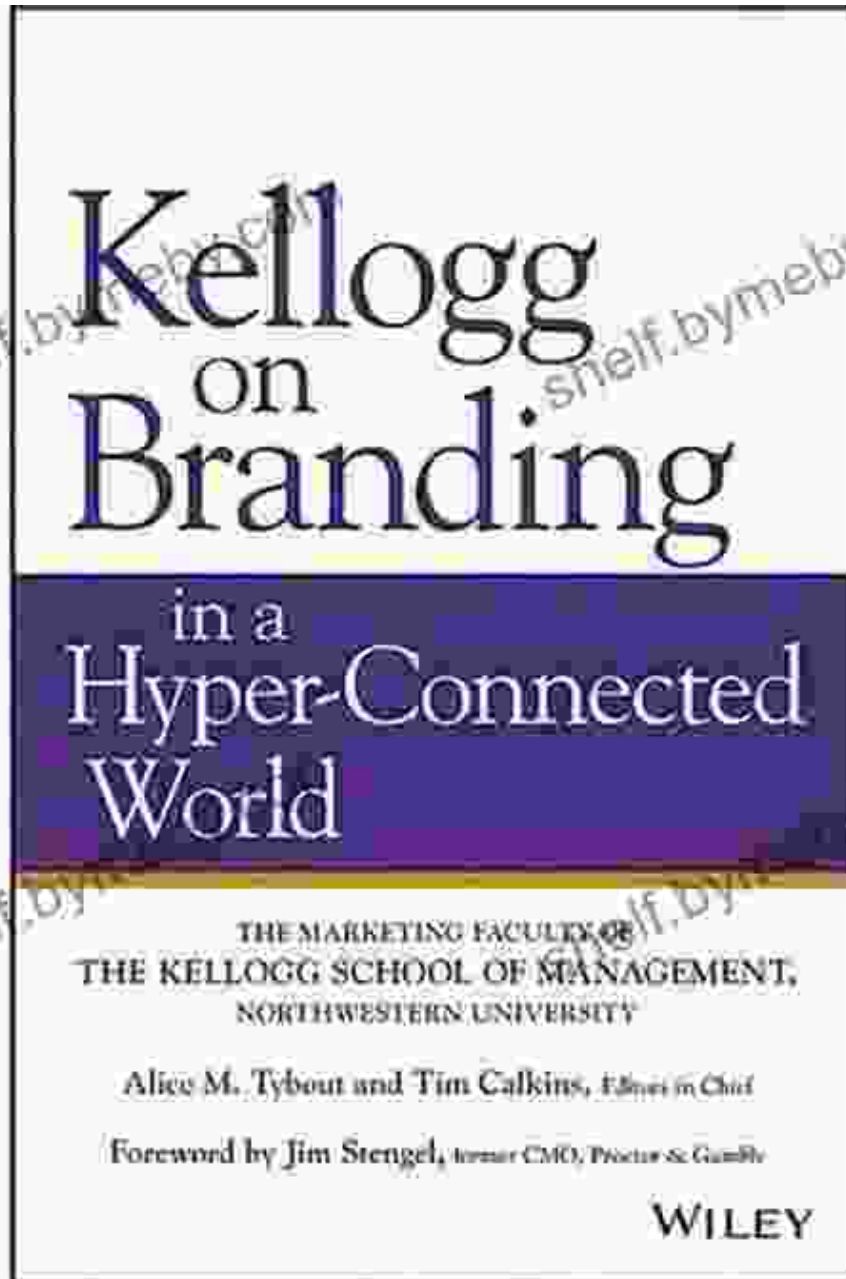
The book covers a wide range of topics, including:

- The importance of brand authenticity
- The role of social media in branding
- How to create a strong brand identity
- How to measure the effectiveness of your branding efforts

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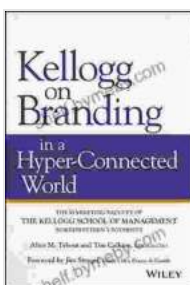
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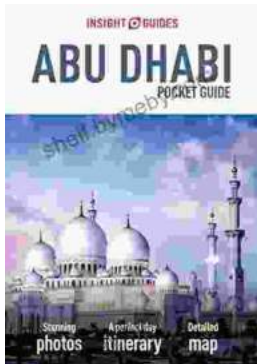
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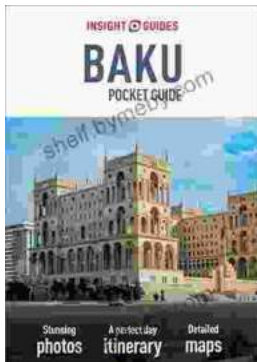


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