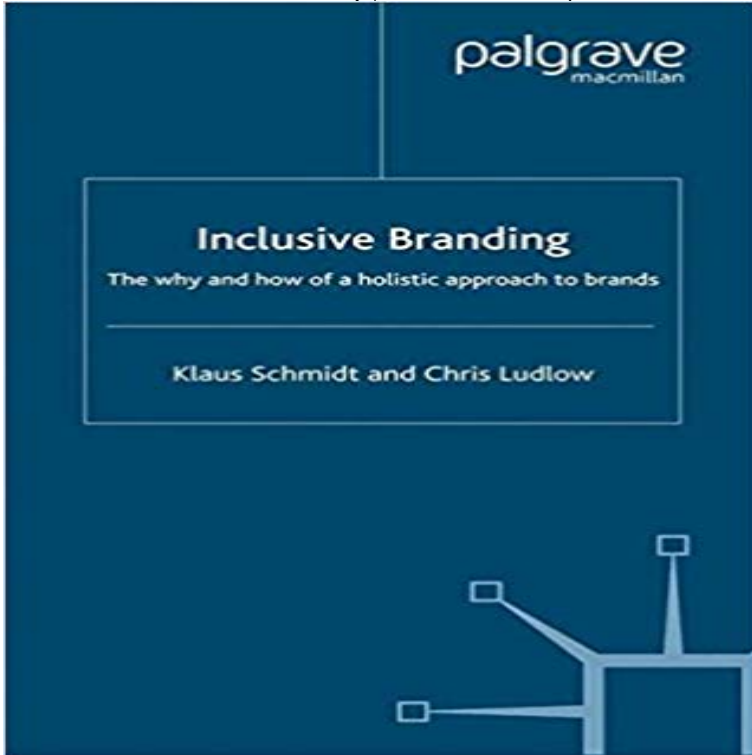


Inclusive Branding: The Why and How of a Holistic Approach to Brands



Klaus Schmidt has been a pioneer in the concept and process of inclusive, or holistic, branding as an integral - indeed leading - element in corporate strategy. This book explains the genesis and characteristics of the holistic approach, including its dimensions, structure and methodology, then demonstrates its startling relevance to today's pressing global business issues. Compelling case studies from leading organisations in a variety of industries show the practical necessity of holistic brand thinking, and its results.

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