

Nike Corporate Identity Guidelines

Strategic Issues Management explores the strategic planning options that organizations can employ to address crucial public policy issues, engage in collaborative decision making, get the organization's "house" in order, engage in tough defense and smart offense, and monitor opinion changes that affect public policy. In this fully updated Second Edition, authors Robert L. Heath and Michael J. Palenchar offer practical, actionable guidance that readers can apply to organizations from large Fortune 500 companies to nongovernmental organizations and start-up high tech companies.

THE NEW HARBRACE GUIDE: GENRES FOR COMPOSING offers a sleek and dynamic rhetorically based writing guide that includes a rhetoric, writing guide, guide to genres and persuasion, thematic reader, and research manual (offering both MLA and APA style guides). It also provides additional coverage of punctuation, grammar, and style. THE NEW HARBRACE GUIDE brings the rhetorical situation to life, whether on the screen, on the page, in an academic setting or at work, at home, and in the community, especially with its emphasis on knowledge transfer. Renowned author and educator Cheryl Glenn translates rhetorical theory into easy-to-follow (and easy-to-teach) techniques that help sharpen students' rhetorical abilities; their digital, print, and multimodal composing skills; and the critical reading and thinking skills that promote intellectual confidence. Important Notice: Media content referenced within the product

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description or the product text may not be available in the ebook version.

Fences and Windows: Dispatches from the Front Lines of the Globalization Debate brings together two years of Naomi Klein's writings and tracks the globalization conflict from Seattle to September 11th and beyond. Since the publication of No Logo, Naomi Klein has continued tirelessly as a brilliant and informed contributor to contemporary debate. Fences and Windows: Dispatches from the Front Lines of the Globalization Debate, intended as a companion to No Logo, includes her most notable essays, speeches and articles on issues from NAFTA to Genetically Modified Organisms to the violence in Genoa. It offers introduction and explanation, looking at where the movement has come from and where it is going. More than any other single voice, Naomi Klein articulates the concerns and complaints of a generation: about economic fundamentalism, the criminalization of dissent and the effects of Free Trade. But this book also reflects on the nature of resistance: the street protests that shocked and energized millions, carnival-style subversion and the apparent disorganization that is anti-globalization's great strength. Fences and Windows: Dispatches from the Front Lines of the Globalization Debate is provocative, intelligent and passionate, a document, in its own right, of a unique time in our history.

Provides information about careers in the sports industry, including educational requirements, salary, and prospects for each profession.

Risk management and contingency planning has really come to the fore since the first

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edition of this book was originally published. Computer failure, fire, fraud, robbery, accident, environmental damage, new regulations - business is constantly under threat. But how do you determine which are the most important dangers for your business? What can you do to lessen the chances of their happening - and minimize the impact if they do happen? In this comprehensive volume Kit Sadgrove shows how you can identify - and control - the relevant threats and ensure that your company will survive. He begins by asking 'What is risk?', 'How do we assess it?' and 'How can it be managed?' He goes on to examine in detail the key danger areas including finance, product quality, health and safety, security and the environment. With case studies, self-assessment exercises and checklists, each chapter looks systematically at what is involved and enables you to draw up action plans that could, for example, provide a defence in law or reduce your insurance premium. The new edition reflects the changes in the global environment, the new risks that have emerged and the effect of macroeconomic factors on business profitability and success. The author has also included a set of case studies to illustrate his ideas in practice.

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

Incorporating developments from both academia and industry, this exploration of brands, brand equity and strategic brand management combines a theoretical

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foundation with numerous techniques and practical insights. Suitable for both graduates and upper-level undergraduates.

While traditional in its coverage of the major research traditions that have developed over the past 100 years, *Organizational Communication* is the first textbook in the field that is written from a critical perspective while providing a comprehensive survey of theory and research in organizational communication. Extensively updated and incorporating relevant current events, the Second Edition familiarizes students with the field of organizational communication—historically, conceptually, and practically—and challenges them to critically reflect on their common sense understandings of work and organizations, preparing them for participation in 21st-century organizational settings. Linking theory with practice, Dennis K. Mumby and new co-author Timothy R. Kuhn skillfully explore the significant role played by organizations and corporations in constructing our identities.

Do you see branding as the key to the success of your business but aren't sure where to start? This book, written by enthusiastic experts, will help you to maximise your brand, even in a downturn. All aspects of branding are covered including brand creation and protection. Fascinating case studies of famous brands, including the disaster stories, nail their advice in the real world. All aspects of branding are covered including: - what is a brand and why it is heart, soul and core of a business - brands in a recession, including the success stories

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- methods to value a brand - brand focus - brand creation and structure - brand audience and brand vision -importance of creativity - brand implementation - personal branding - brand protection- trademark, intellectual property - brand delivery Throughout the book the authors include their own extensive experiences and guidance. A multitude of fascinating case studies include Harley Davidson, IKEA, Aldi, Lego, Cadbury and the Apple iPod plus the disaster stories such as Woolworths and MFI are given throughout the book to nail the advice given in the real world. Even examples of branding behaviour such as Susan Boyle, banks and MPS are analysed! NOT GOT MUCH TIME? One, five and ten-minute introductions to key principles to get you started. AUTHOR INSIGHTS Lots of instant help with common problems and quick tips for success, based on the author's many years of experience. TEST YOURSELF Tests in the book and online to keep track of your progress. EXTEND YOUR KNOWLEDGE Extra online articles at www.teachyourself.com to give you a richer understanding of computing. FIVE THINGS TO REMEMBER Quick refreshers to help you remember the key facts. TRY THIS Innovative exercises illustrate what you've learnt and how to use it.

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy,

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design development through application design, and identity standards through launch and governance, *Designing Brand Identity, Fourth Edition* offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

From an Idea to Nike is a fully-illustrated look into how Nike stepped up its sneaker game to become the most popular athletic brand in the world. Humorous black & white illustrations throughout. Ever wonder how Nike became the athletics empire it is today? *From an Idea to Nike* digs into the marketing campaigns and strategy that turned this running-shoe company into the outfitter for many athletes as well as the iconic American brand. With infographics and engaging visuals throughout, this behind-the-scenes look into the historical and business side of Nike will be an invaluable resource for kids interested in what

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makes this business run. Find out where the name Nike came from and how the famous swoosh became the signature logo. Learn about the company's first marketing campaign with a star athlete. (Hint: It wasn't Michael Jordan!) Explore the ways Nike expanded marketing from running to basketball, soccer, golf, and beyond!

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Brands, companies, and organizations, much like people, have personalities, and most of what we know and think about their personalities comes through visual identity. A visual identity is the strategically planned and purposeful presentation of the brand or organization in order to gain a positive image in the minds of the public, including - but not limited to - its name, logo, tagline, color palette and architecture, and even sounds. This practical guide explores visual identity from an organizational brand perspective (corporate, non-profit, etc.), rather than a product brand perspective. It not only helps readers to understand the meaning and value of an organization's visual identity, but also provides hands-on advice on how to promote and protect the identity. Each chapter draws from current research and also contains real-world examples and case studies that illustrate the key concepts.

In a time when multinational corporations have become truly globalised,

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demands for global standards on their behaviour are increasingly difficult to dismiss. Work conditions in sweatshops, widespread destruction of the environment, and pharmaceutical trials in third world countries are only the tip of the iceberg. This timely collection of essays addresses the interface between the calls for corporate social responsibility (CSR) and the demands for an extension of international human rights standards. Scholars from a vast variety of backgrounds provide expert yet accessible accounts of questions of law, politics, economics and international relations and how they relate to one another, while also encouraging non-legal perspectives on how businesses operate within and around human rights. The result is an essential incursion for a wide range of scholars, practitioners and students in law, development, business studies and international studies, in this emerging area of human rights.

As a full-featured, free alternative to Adobe Photoshop, GIMP is one of the world's most popular open source projects. The latest version of GIMP (2.8) brings long-awaited improvements and powerful new tools to make graphic design and photo manipulation even easier—but it's still a notoriously challenging program to use. The Artist's Guide to GIMP teaches you how to use GIMP without a tedious list of menu paths and options. Instead, as you follow along with Michael J. Hammel's step-by-step instructions, you'll learn to produce

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professional-looking advertisements, apply impressive photographic effects, and design cool logos and text effects. These extensively illustrated tutorials are perfect for hands-on learning or as templates for your own artistic experiments. After a crash course in GIMP's core tools like brushes, patterns, selections, layers, modes, and masks, you'll learn: –Photographic techniques to clean up blemishes and dust, create sepia-toned antique images, swap colors, produce motion blurs, alter depth of field, simulate a tilt-shift, and fix rips in an old photo –Web design techniques to create navigation tabs, icons, fancy buttons, backgrounds, and borders –Type effects to create depth, perspective shadows, metallic and distressed text, and neon and graffiti lettering –Advertising effects to produce movie posters and package designs; simulate clouds, cracks, cloth, and underwater effects; and create specialized lighting Whether you're new to GIMP or you've been playing with this powerful software for years, you'll be inspired by the original art, creative photo manipulations, and numerous tips for designers.

Covers GIMP 2.8

BIG BRAND THEORY is a spectacular 'best of' compilation featuring the highest-profile branding campaigns. Case studies illustrate the crucial design elements essential to crafting a youthful and dynamic corporate identity. Examination of each branding concept is multi-faceted, with examples devoted to not just one,

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but many elements utilized in major campaigns. Richly illustrated, **BIG BRAND THEORY** is an indispensable guide through a variety of industries to reveal what really works in the world of branding.

Learn how large corporations can make real improvements in their standard business practices without jeopardizing their competitiveness in the global marketplace. S. Prakash Sethi, a preeminent business scholar and researcher on the activities of multinational corporations and global business issues, outlines a number of highly effective approaches by which corporate leaders can improve their credibility and ensure the protection of the human and civil rights of their workers across the globe. Order your copy today!

In less than an hour, you can learn how to plan, develop, evaluate, and implement a company logo system that works. Haig teaches that a logo must have credibility and inspire confidence. He offers step-by-step guidance on how to create a strong, memorable logo that identifies its company immediately over international and language barriers. 140 illus., 40 in color.

An analysis of the invasion of our personal lives by logo-promoting, powerful corporations combines muckraking journalism with contemporary memoir to discuss current consumer culture

Strategies for success from former Nike CMO Greg Hoffman, who had a huge hand in crafting Nike's singular brand and was instrumental in its most high profile,

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breakthrough campaigns.

This book incorporates current thinking on corporate communication from both the academic and practitioner worlds, combining a comprehensive theoretical foundation with practical guidance and insights to assist managers in their strategic and tactical communication decisions. Rich case-study examples are provided from companies in the United States, the U.K., continental Europe, South-East Asia, and Australia. The dramatic expose of how the University of Oregon sold its soul to Nike, and what that means for the future of our public institutions and our society. ****A New York Post Best Book of the Year**** In the mid-1990s, facing severe cuts to its public funding, the University of Oregon—like so many colleges across the country—was desperate for cash. Luckily, the Oregon Ducks' 1995 Rose Bowl berth caught the attention of the school's wealthiest alumnus: Nike founder Phil Knight, who was seeking new marketing angles at the collegiate level. And so the University of Nike was born: Knight has so far donated more than half a billion dollars to the school in exchange for high-visibility branding opportunities. But as journalist Joshua Hunt shows in *University of Nike*, Oregon has paid dearly for the veneer of financial prosperity and athletic success that has come with this brand partnering. Hunt uncovers efforts to conceal university records, buried sexual assault allegations against university athletes, and cases of corporate overreach into academics and campus life—all revealing a university being run like a business, with America's favorite "Shoe Dog" calling the shots. Nike money has

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shaped everything from Pac-10 television deals to the way the game is played, from the landscape of the campus to the type of student the university hopes to attract. More alarming still, Hunt finds other schools taking a page from Oregon's playbook. Never before have our public institutions for research and higher learning been so thoroughly and openly under the sway of private interests, and never before has the blueprint for funding American higher education been more fraught with ethical, legal, and academic dilemmas. Encompassing more than just sports and the academy, University of Nike is a riveting story of our times.

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries – digital media, fashion, advertising, product design, packaging, retail and more.

The management of design has emerged as central to the operational and strategic options of any successful organization. The Handbook of Design Management presents

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a state-of-the-art overview of the subject - its methodologies, current debates, history and future. The Handbook covers the breadth of principles, methods and practices that shape design management across the different design disciplines. These theories and practices extend from the operational to the strategic, from the product to the organization. Bringing together leading international scholars, the Handbook provides a guide to the latest research in the field. It also documents the shifts that have been taking place both in management and in design which have highlighted the value of design thinking and design education to organizations. Presenting the first systematic overview of the subject - and offering a wide range of examples, insights and analysis - the Handbook is an invaluable resource for researchers and students in design and management, as well as for design practitioners and professional managers.

Brand management and development has traditionally been regarded as the responsibility of the organization – they design, produce and sell the brand, before delivering it to customers. Yet this approach can be needlessly restrictive, as the connective power of the internet and the desire of consumers to focus on experiences has reshaped branding. In this digital age, development occurs beyond the limits of the organisation so that, in many ways, brands are effectively co-created by consumers. Rather than lead, manage and control, contemporary managers have taken on the new tasks of listening, connecting and participating in brand development. The focus of brand management has shifted to the intersection between the organisation and its stakeholders. This changing environment must lead to a new paradigm of brand management: the 'co-creation perspective'. Co-Creating Brands is an accessible

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exploration of how co-created brands produce value and how the success of this approach can be measured and assured. The authors draw upon a wide array of international case studies and strategic models, which clearly demonstrate how to both effectively deliver this method and how to deal with the situational challenges and obstacles that can occur. If organisational leaders are willing to let go complete control of their brand and recognise the supportive culture of employees, customers and stake-holders, their brand can become an unstoppable marketing force.

This book covers film, cable, broadcast, music, sports, publishing, social media, gaming and more.

Women have been defined by men in men's terms until relatively recently but now that women are coming into their own both out in the workforce and as separate entities unto themselves, the question is, once you throw off the shackles of what it means to be a woman as defined by men all throughout history, what exactly is a women as the pure essence she is in her soul? Women are as complex and individual as men if they choose to be yet as simple and one-dimensional as the stereotypical caricatures if they choose to be too so women are women just like men are men. In modern society, a woman can be pretty well anything she wants but the problem, hypocrisy or contradiction with all of this is that despite all this talk about freedom and being who you are, beyond a superficial, glossy façade of store-bought trendiness, most women are no different than the woman of 30 years ago and have no desire to be.

A brand new look at a time-tested business practice. Using powerful techniques refined in the heat of business competition, this book guides readers in defining and building a personal brand that is distinctive, relevant, and consistent. It includes: ? An in-depth understanding of

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the principles of successful brand building-in any context ? Practical tools to build and manage powerful relationships ? Strategies for aligning personal brand values with an employer's brand values, and making brand-building a successful endeavor for both ? Advanced techniques to continually refine your unique personal brand

This is a guide to help brand strategists consider what people really want in order to enhance their lives, and think about the role of their brand in responding to these desires. It offers a new framework for understanding desire, based on some of the things that are really important to us: our family, friends and community; the desire to explore, learn and grow; how we experience the world through our senses; our appetite to live life to the full; and what we set out to achieve. Brand strategists are the link between a commercial proposition and the lives it means to touch. They can talk to the people the company wants to reach, and – more importantly – listen to them. A brand which both enhances people's lives, and nurtures the resources on which they depend, will prove more resilient, win trust and achieve better results. Your one-stop shop for world-class results The most admired organizations in the world have the same basic resources that you have—offices, computers, pencils, pens, phones, Internet, people. The primary difference is the way they use those resources. How do successful organizations consistently succeed? We witness their extraordinary results, but the secrets often remain hidden. In *Lead With Your Customer*, authors Mark David Jones and J. Jeff Kober offer the key success tools all world-class organizations have in common and explain how your organization can adopt them. To understand their customer-first approach, they offer the World Class Excellence Model—the result of decades of success as leaders at the Walt Disney Company and years of experience and research working with over two dozen Fortune 500

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companies. The authors explain how “world class” status can be attained by many organizations, and isn’t the domain of only the most expensive, luxurious, or popular brands. Jones and Kober guide you by detailing benchmark practices and illustrating how they are followed by all best-in-class organizations by viewing each person inside and around the organization as your “customer”—internally, as you engage your employees and build your organization’s culture, and externally, as you engage your customers and build your brand. For this second edition, the authors present updated examples from organizations including IKEA, Harley-Davidson, Southwest Airlines, Ritz-Carlton, MD Anderson Cancer Center, and, of course, Walt Disney.

Management fads come and go in the blink of an eye, but branding is here to stay. Closely watched by the stock market and obsessed over by the biggest companies, brand identity is the one indisputable source of sustainable competitive advantage, the vital key to customer loyalty. David Aaker is widely recognised as the leading expert in this burgeoning field. Now he prepares managers for the next wave of the brand revolution. With coauthor Erich Joachimsthaler, Aaker takes brand management to the next level - strategic brand leadership. Required reading for every marketing manager is the authors' conceptualisation of 'brand architecture' - how multiple brands relate to each other - and their insights on the hot new area of Internet branding. Full of impeccable, intelligent guidance, BRAND LEADERSHIP is the visionary key to business success in the future.

Essay from the year 2013 in the subject Business economics - Operations Research, grade: A, Stanford University, language: English, abstract: Nike Inc. was founded in 1964 by Bill and Phil as Blue Ribbon Sports. It is headquartered in Oregon, United States and operates on a global

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scale. The company is traded on NYSE and operates in apparel industry. Its segment markets include athletic footwear and apparel, sports equipment's, and recreational products. With control of over 60% of the business Nike has become a pop culture and at the same time involved in corporate social responsibilities. Increase in market resulted to be marked as the advertisement of the year in 2003 while in 2004 its annual revenues exceeded \$ 13 billion. Nike's acquisitions include Starter and Umbro (NIKE, INC., 2013). Its subsidiaries include Hurley International and Converse Inc. with over 44,000 employees it made a revenue of US\$ 24.128 billion and a net income of US\$ 2.223 billion in the fiscal year 2012. In 2 fiscal year 2009 Nike reported a revenue of US\$ 19.2 billion. Nike has offices are located over 45 countries. Nike sells products in over 180 countries. Nike Portfolio include top competitive brands which include: NIKE brand (accessories, footwear, apparel, and equipment); Cole Haan (designs, distributes and markets handbags, luxury shoes, outwear and footwear); Converse (athletic footwear, apparel and accessories); Hurley International LLC (action sports and youth lifestyle footwear, apparel and accessories); Umbro; Nike Golf; and Jordan brand providing similar products (Carbasha, 2010).

The Complete Idiot's Guide to Starting and Running a Coffee BarPenguin

What does it really take to succeed in business today? In A New Brand World, Scott Bedbury, who helped make Nike and Starbucks two of the most successful brands of recent years, explains this often mysterious process by setting out the principles that helped these companies become leaders in their respective industries. With illuminating anecdotes from his own in-the-trenches experiences and dozens of case studies of

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other winning—and failed—branding efforts (including Harley-Davidson, Guinness, The Gap, and Disney), Bedbury offers practical, battle-tested advice for keeping any business at the top of its game.

Coca-Cola. Harley-Davidson. Nike. Budweiser. Valued by customers more for what they symbolize than for what they do, products like these are more than brands—they are cultural icons. How do managers create brands that resonate so powerfully with consumers? Based on extensive historical analyses of some of America's most successful iconic brands, including ESPN, Mountain Dew, Volkswagen, Budweiser, and Harley-Davidson, this book presents the first systematic model to explain how brands become icons. Douglas B. Holt shows how iconic brands create "identity myths" that, through powerful symbolism, soothe collective anxieties resulting from acute social change. Holt warns that icons can't be built through conventional branding strategies, which focus on benefits, brand personalities, and emotional relationships. Instead, he calls for a deeper cultural perspective on traditional marketing themes like targeting, positioning, brand equity, and brand loyalty—and outlines a distinctive set of "cultural branding" principles that will radically alter how companies approach everything from marketing strategy to market research to hiring and training managers. Until now, Holt shows, even the most successful iconic brands have emerged more by intuition and serendipity than by design. With *How Brands Become Icons*, managers can leverage the principles behind some of the most successful brands of the last half-century to

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build their own iconic brands. Douglas B. Holt is associate professor of Marketing at Harvard Business School.

Whether you're a student of public relations, someone who hopes to break into one of today's most popular growth industries or someone who wants to understand PR better, this book is for you. The new and fully-updated second edition of this acclaimed textbook takes account of the rapid change in the PR industry, including a thoroughly revised and expanded chapter on digital PR. It offers a guide to public relations, spanning all aspects of PR work, including fashion, events management, crisis communications, politics, celebrity PR and corporate communications. It combines essential practical guidance with a thought-provoking analysis of this exciting but enigmatic industry, its ethical dilemmas and the role it plays in the contemporary world – not least its controversial but crucial relationship with the media. With a wealth of international examples, PR Today offers a fresh, lively and realistic perspective on its subject, based on the authors' rare combination of top level experience, insider knowledge and years of teaching and writing about PR.

Recent research in business strategy suggests that corporate reputations are a valuable strategic asset for every company. Good reputations have been shown to help firms attain and sustain superior financial performance in their industry. This book outlines how high-status companies become corporate super brands, and it present managers with a framework to proactively enhance their corporation's desired

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reputation. While many books concentrate on advertising or corporate identity as the primary tools for reputation enhancement, this book provides a more expansive and realistic picture of what it takes to build a corporate super brand. One of its key contributions is that it emphasizes the roles of customer value and organizational culture in the reputation-building process and exposes the limitations of corporate advertising, sponsorships, and minor corporate identity change. Drawing on more than fifteen years of academic research, executive seminars, and consulting experience, Grahame Dowling suggests ways to improve the corporate reputations that different groups of stakeholders hold of your company. He also describes how to avoid many of the traps that catch unwary managers who try to improve their company's desired reputation.

There is no way to mistake the ubiquitous trademarked Coca-Cola bottle, or the stylish ads for Absolut Vodka with any of their competitors. How have these companies created this irresistible appeal for their brands? How have they sustained a competitive edge through aesthetics? Bernd Schmitt and Alex Simonson, two leading experts in the emerging field of identity management, offer clear guidelines for harnessing a company's total aesthetic output -- its "look and feel" -- to provide a vital competitive advantage. Going beyond standard traditional approaches on branding, this fascinating book is the first to combine branding, identity, and image and to show how aesthetics can be managed through logos, brochures, packages, and advertisements, as well as

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sounds, scents, and lighting, to sell "the memorable experience." The authors explore what makes a corporate or brand identity irresistible, what styles and themes are crucial for different contexts, and what meanings certain visual symbols convey. Any person in any organization in any industry can benefit from employing the tools of "marketing aesthetics." Schmitt and Simonson describe how a firm can use these tools strategically to create a variety of sensory experiences that will (1) ensure customer satisfaction and loyalty; (2) sustain lasting customer impressions about a brand's or organization's special personality; (3) permit premium pricing; (4) provide legal "trade dress" protection from competitive attacks; (5) lower costs and raise productivity; and (6) most importantly, create irresistible appeal. The authors show how to manage identity globally and how to develop aesthetically pleasing retail spaces and environments. They also address the newly emergent topic of how to manage corporate and brand identity on the Internet. Supporting their thesis with numerous real-world success stories such as Absolut Vodka, Nike, the Gap, Cathay Pacific Airlines, Starbucks, the New Beetle Website, and Lego, the authors explain how actual companies have developed, refined, and maintained distinct corporate identities that set them apart from competitors.

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