

Defending the brand: aggressive strategies for protecting your brand in the online arena

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Abstrak

"Leading brands and the intellectual property of successful organizations are increasingly falling victim to hostile tactics from unscrupulous businesses. Unwanted brand associations, product piracy, and other forms of online brand abuse threaten to alienate consumers and undermine the success of companies in every industry. Defending the Brand introduces strategies being used by companies around the world to fight back and regain control, preserving brand equity and rescuing potentially lost revenue. From marketing and sales initiatives that discourage abuse to how to collect intelligence on possible wrongdoers, this timely book is as valuable as it is fascinating. Punctuated with eye-opening stories from real companies like Home Depot, Disney, the Red Cross, Nintendo, and the Associated Press, Defending the Brand is a call to action for companies unwilling to compromise the power of their brands and the success of their products."