



The Adventures of (a real life) Brand Czar: 12 Personal-Size Marketing Lessons for Global-Size Results

Steven Savino

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The crafting of winning brand strategies is the cornerstone to any marketer's professional success and personal growth. This book is all about critical success factors that showcase the key lessons learned and tools of the trade from years of experience in battling the highly competitive marketing wars on both a global and local market front. Introduced are marketing rules of engagement illustrated through personal experiences with actionable best practices so that marketers can have the confidence to build on big ideas by slaughtering sacred cows and avoiding the repeat of several prototypical brand marketing mistakes and misconceptions. Several new ways to implement the traditional tools for the trade are presented including a new strategy model called the Brand Activation Matrix; a new approach to utilizing SWOT analysis whereby a manageable number of Must-Win-Battles are leveraged throughout the organization; a brand positioning model that truly differentiates; a new product development growth strategy model that is based on identifying industry segment 'Hot Spots'; and a Brand Marketing Annual Planning Template that leverages the brand's key issues and challenges for strategies, action plans, budget development, ROI and measurement criteria.

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