

## Operationalize your brand to drive profitable growth

In *Building the Brand-Driven Business*, authors Scott M. Davis and Michael Dunn reveal strategies that can help organizations manage and live (not just think about) their brands. The authors provide an operational roadmap for making brand management a cross-functional, company-wide endeavor. Real-life application of these new tools and templates helps readers tackle tough implementation issues.

### Key highlights include:

- Results from Prophet's 2002 Best Practices Study
- Case studies from interviews with over 20 top executives from companies such as AT&T, Accenture, Allstate, Anheuser-Busch, BMW, Bell South, Coca-Cola, Eastman Kodak, General Electric, Goldman Sachs, Merck, Nike, Panasonic, Sony, T. Rowe Price, Teradata, 3M, Wyeth, and Visa
- Tools and practical frameworks for aligning your business and brand strategies and identifying and assessing high-impact brand touchpoints
- Tactics and real-life examples of how to build a brand-based culture
- Template for creating brand goals and metrics to measure your success
- Current brand management issues and trends

### Praise for *Building the Brand-Driven Business*:

"In *Building the Brand-Driven Business*, Scott Davis and Michael Dunn give us a powerful new conceptual framework on the understanding of branding: 'Operationalize the Brand.' For the first time, we are shown a road map on how to deliver the brand promise in every customer contact and with each employee. This redefines brand marketing as we know it."

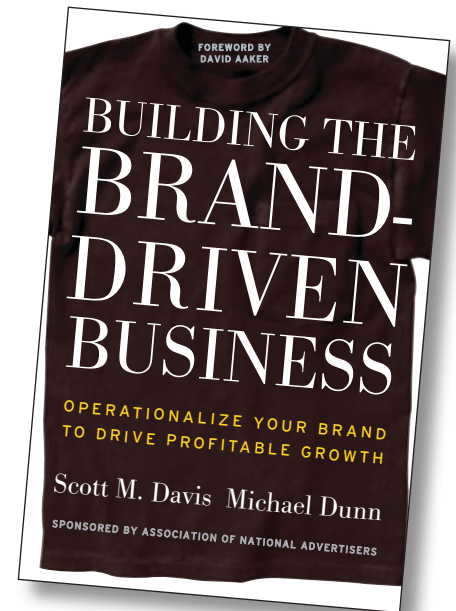
— Peter Sealey, Ph.D., former Sr. VP of Global Marketing, Coca-Cola Company, and Adjunct Professor of Marketing, Haas School of Business, University of California, Berkeley

"Thousands of books are written about brand building, but few provide detail on how it's done. Davis and Dunn do a remarkable job of translating the stories of how brand magic occurs."

— Anna Catalano, Chief Marketing Officer, BP

"This book does a tremendous job of helping business executives see that business and brand strategy are indeed one and the same."

— Marc Shmuger, Vice Chairman, Universal Pictures



For more information on this book or Prophet, please visit [www.prophet.com](http://www.prophet.com).