



Create A Brand that Inspires: How to Sell, Organize and Sustain Internal Branding

Wolfgang Giehl, F. Joseph LePla

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"It takes strength to compete. Becoming a well-known and well-regarded brand enhances a company's strength. Internal branding—especially in service industries—is essential for longevity, great competitive strength, and high financial value. Driven by a shared, authentic corporate culture and guided by top management, employees will build brand value in all their actions and interactions every day. Create a Brand That Inspires: How to Sell, Organize, and Sustain Internal Branding effectively addresses three core brand management challenges in readers' organizations: selling the brand to senior management, organizing the brand on all management levels, and living the brand within each of the company's internal communities. The book includes sixteen international case studies complete with pictures, interviews and examples from a wide range of industries. The long-term, hands-on experience of the co-authors and their unique perspectives on how to successfully develop and manage internal branding make this study a rewarding read for executives, managers and team leaders."

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