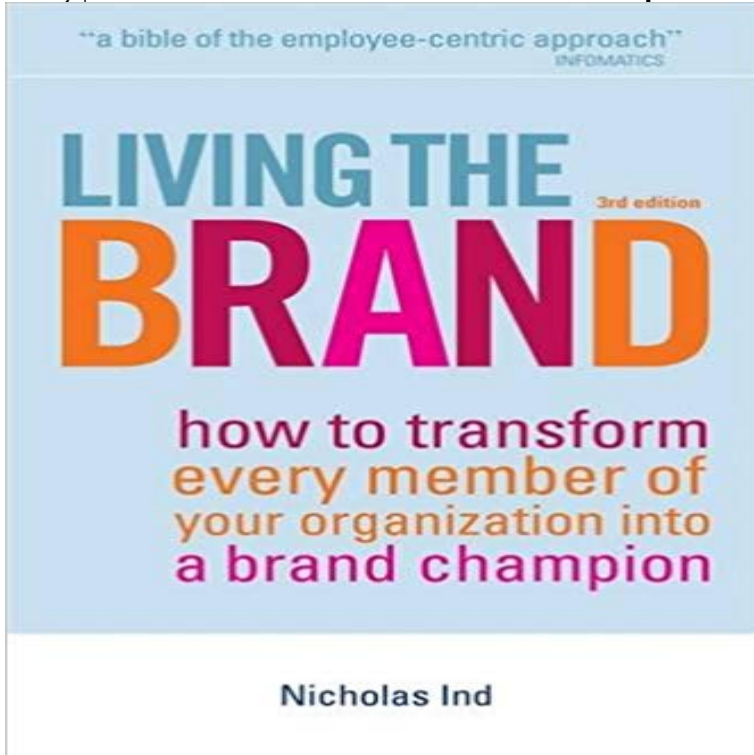


Living the Brand: How to Transform Every Member of Your Organization Into a Brand Champion



A company's workforce is its most valuable asset. It is the employees who translate an organization's strategy into reality, interact with consumers, and determine the corporate brand. This updated edition of *Living the Brand* demonstrates how a participatory approach can enhance employee commitment, improve service standards, and focus effort to deliver business goals. This practical and inspirational book is about how organizations can empower their employees and create brand champions. Using international examples, Nicholas Ind shows that employees flourish in organizations where they identify with the brand, and organizations flourish when the brand creates meaning for the employee. *Living the Brand* shows how to make this happen.

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