

Download Corporate Brand Personality

Corporate Brand Personality addresses the increasing need for organizations to refocus and realign their corporate culture in order to compete in a business world that demands trust, respect and strong values. Bücher (Fremdsprachig) Wählen Sie die Abteilung aus, in der Sie suchen möchten. Corporate brand personality reflects the values, actions, and words of all employees of the corporation. In a business-to-business setting, corporate brand personality is often determined by direct contact with a wide range of employees. As a result of the different focus, corporate-level traits transcend individual products that the firm sells and the five product brand personality dimensions. Bücher bei Weltbild.de: Jetzt Corporate Brand Personality von Lesley Everett versandkostenfrei online kaufen bei Weltbild.de, Ihrem Bücher-Spezialisten! - Corporate Brand Personality