Rebranding Project Plan Template

Peter Mendelsund

Essential SharePoint 2007 Jeff Webb, 2007-09-11 If you're considering the vastly improved 2007 version of SharePoint, this concise, practical and friendly quide will teach you how to get the most from the latest version of Microsoft's information-sharing and collaboration platform. Essential SharePoint 2007 demonstrates how your business can use SharePoint to control documents, structure workflow, and share information over the Web using standard tools business users already know -- Microsoft Office and Internet Explorer. Written in a conversational tone by internationally recognized SharePoint consultant and trainer Jeff Webb, this book helps SharePoint administrators, site owners, and power users quickly gain the skills necessary to perform a wide variety of tasks for intranet and extranet web sites, and explains what's new in SharePoint 2007 for experienced SharePoint 2003 administrators. Essential SharePoint 2007 teaches you how to: Use SharePoint 2007 with Outlook, Word and Excel, and as a document management tool, replacing, for example, shared network drives with libraries Build and customize sites, lists, libraries and web parts for intranets and extranets Use SharePoint 2007 for team communication through blogs, wikis, surveys, and RSS and email alerts Build a SharePoint workflow application Create and program web parts in order to deliver custom services and data to a site Deploy and administer SharePoint 2007 Each chapter ends with a summary of best practices advocated by the author, and the first few chapters of the book are ideal as training materials for end users. Later chapters give developers and administrators tools not only to keep company sites running smoothly, but also to customize and extend them. The book also contains several appendices with a glossary of terms and hard-to-find information. Essential SharePoint 2007 is a one-stop task-oriented guide for learning what's necessary to make this tool a vital part of team productivity.

Inside the Buyer's Brain Lee W. Frederiksen, Sylvia S. Montgomery, Aaron E. Taylor, Elizabeth Harr, 2013-09

The Brand Mapping Strategy Karen Tiber Leland, 2016-06-20 If You Don't Define Your Brand, Someone Else Will Define It for You Your small business is a brand. You as a business person are a brand! Imagine using a time-tested, strategic method to build your brandwith best practices for online marketing and more! Brand and marketing strategist Karen Tiber Leland helps entrepreneurs, business owners, CEOs, and executives create a brand by design instead of default, gain greater influence in their industries and companies, and become thought leaders in their fields. The Brand Mapping Strategy uses proven strategies, best practices and anecdotes from real life brand-building successes to give readers the tools they need to

design, build, and accelerate a successful brand. Readers will be able to: Develop an overall blueprint for their brand using the Brand Mapping Process® Determine which online tactics (and in what combination) will work for their brand Expand the current brand outreach and contribution to a bigger audience in their industry, community, or the world at large Become a thought or industry leader, using clear positioning, a specific strategy for brand building, and a method for implementation Leverage content effectively and efficiently to build their brand Develop a marketing and social media strategy using the right platform

The Visible Expert Lee W. Frederiksen, Elizabeth Harr, Sylvia S. Montgomery, 2014-09-02 What does it take to become a well-known expert in your field - someone other practitioners and the media seek out for leadership and insight? We call these stars Visible Experts. And becoming one is easier than it looks. In this research-based book, you will learn how you or your colleagues can become Visible Experts and leverage this status to drive significant new growth and profits for your firm. You will discover which tools and techniques you need to build your reputation and ascend to prominence. And you will hear from real experts from across the professional services who have climbed from obscurity to the peak of their profession. The Visible Expert is the essential manual for any individual or firm that is ready to take their expertise to the highest level. Based on interviews with over 1,000 experts and buyers of their services, this book will take you higher, faster.

Organizational Change Tupper F. Cawsey, Gene Deszca, Cynthia Ingols, 2015-04-17 Awaken, mobilize, accelerate, and institutionalize change. With a rapidly changing environment, aggressive competition, and ever-increasing customer demands, organizations must understand how to effectively adapt to challenges and find opportunities to successfully implement change. Bridging current theory with practical applications, Organizational Change: An Action-Oriented Toolkit, Third Edition combines conceptual models with concrete examples and useful exercises to dramatically improve the knowledge, skills, and abilities of students in creating effective change. Students will learn to identify needs, communicate a powerful vision, and engage others in the process. This unique toolkit by Tupper Cawsey, Gene Deszca, and Cynthia Ingols will provide readers with practical insights and tools to implement, measure, and monitor sustainable change initiatives to guide organizations to desired outcomes.

Cover Peter Mendelsund, 2014-08-05 Peter Mendelsund has enjoyed years as a much-sought-after book cover designer and art director. Among the many recognizable jackets he has created are those for The Girl with the Dragon Tattoo; collections of the works of Joyce, Kafka, Dostoevsky, de Beauvoir, and Foucault; the contemporary works of Martin Amis, Tom McCarthy, Ben Marcus, Jo Nesbø, and James Gleick; and many more. All have greatly benefitted from the care and touch Mendelsund gave them. Cover abounds with Mendelsund's completed book jackets along with ephemera from his previously unseen creative method, including jacket sketches, interior art and editorial illustrations, and scores of rejected drafts. These images are punctuated by Mendelsund's reflections on his work and his process, as well as by texts from writers with whom

he has worked and designed for. Cover is a compendium of beautiful design and a beautiful design object itself; a profile and celebration of one of the publishing world's most talented and prolific contemporary creators, and a brilliant showcase of his deft touch for balanced and innovative design.

Beloved Brands Graham Robertson, 2018-01-06 Beloved Brands is a book every CMO or would-be CMO should read. Al Ries With Beloved Brands, you will learn everything you need to know so you can build a brand that your consumers will love. You will learn how to think strategically, define your brand with a positioning statement and a brand idea, write a brand plan everyone can follow, inspire smart and creative marketing execution, and be able to analyze the performance of your brand through a deep-dive business review. Marketing pros and entrepreneurs, this book is for you. Whether you are a VP, CMO, director, brand manager or just starting your marketing career, I promise you will learn how to realize your full potential. You could be in brand management working for an organization or an owner-operator managing a branded business. Beloved Brands provides a toolbox intended to help you every day in your job. Keep it on your desk and refer to it whenever you need to write a brand plan, create a brand idea, develop a creative brief, make advertising decisions or lead a deep-dive business review. You can even pass on the tools to your team, so they can learn how to deliver the fundamentals needed for your brands. This book is also an excellent resource for marketing professors, who can use it as an in-class textbook to develop future marketers. It will challenge communications agency professionals, who are looking to get better at managing brands, including those who work in advertising, public relations, in-store marketing, digital advertising or event marketing. Most books on branding are really for the MARCOM crowd. They sound good, but you find it's all fluff when you try to take it from words to actions. THIS BOOK IS DIFFERENT! Graham does a wonderful job laying out the steps in clear language and goes beyond advertising and social media to show how branding relates to all aspects of GENERAL as well as marketing management. Make no mistake: there is a strong theoretical foundation for all he says...but he spares you the buzzwords. Next year my students will all be using this book. Kenneth B. (Ken) Wong, Queen's University If you are an entrepreneur who has a great product and wants to turn it into a brand, you can use this book as a playbook. These tips will help you take full advantage of branding and marketing, and make your brand more powerful and more profitable. You will learn how to think, define, plan, execute and analyze, and I provide every tool you will ever need to run your brand. You will find models and examples for each of the four strategic thinking methods, looking at core strength, competitive, consumer and situational strategies. To define the brand, I will provide a tool for writing a brand positioning statement as well as a consumer profile and a consumer benefits ladder. I have created lists of potential functional and emotional benefits to kickstart your thinking on brand positioning. We explore the step-by-step process to come up with your brand idea and bring it all together with a tool for writing the ideal brand concept. For brand plans, I provide formats for a long-range brand strategy roadmap and the annual brand plan with definitions for each planning element. From there, I show how to build a brand execution plan that

includes the creative brief, innovation process, and sales plan. I provide tools for how to create a brand calendar and specific project plans. To grow your brand, I show how to make smart decisions on execution around creative advertising and media choices. When it comes time for the analytics, I provide all the tools you need to write a deep-dive business review, looking at the marketplace, consumer, channels, competitors and the brand. Write everything so that it is easy to follow and implement for your brand. My promise to help make you smarter so you can realize your full potential.

Designing Brand Identity Alina Wheeler,2012-10-11 A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity

Guide to Business Planning Graham Friend, Stefan Zehle, 2009-04 A comprehensive guide to every aspect of preparing and using a business plan--newly updated and revised. New businesses and existing businesses fare better with well-thought-out plans. It is essential to have a good business plan to raise capital--either for a new venture to get additional capital or within most corporations for new initiatives or for accelerated growth--Provided by publisher.

Nation Branding Keith Dinnie,2015-08-27 Nation Branding: Concepts, Issues, Practice was the ground-breaking first textbook to provide an overview of this recently established but fast-growing practice, in which the principles of brand management are applied to countries rather than companies. Many governments have invested in nation branding in order to strengthen their country's influence, improve its reputation, or boost tourism, trade and investment. This new edition has been comprehensively revised and its influential original framework modified to reflect the very latest changes to this still-developing field. It remains an accessible blend of theory and practice rich with international examples and contributions. Updates to this edition: New international cases of countries as diverse as China, United Arab Emirates, Ghana, Cuba, India, Great Britain and many more; New contributions from distinguished scholars, diplomats and businesspeople providing a range of case studies, practitioner insights and academic perspectives; New Companion Website to support the book featuring instructor aids such as PowerPoint presentations for each chapter and an instructor manual; This much-anticipated update to an influential book is an essential introduction to nation branding for students and policy makers.

Emotional Branding Marc Gobe, 2010-02-09 Emotional Branding is the best selling revolutionary business book that has

created a movement in branding circles by shifting the focus from products to people. The "10 Commandments of Emotional Branding" have become a new benchmark for marketing and creative professionals, emotional branding has become a coined term by many top industry experts to express the new dynamic that exists now between brands and people. The emergence of social media, consumer empowerment and interaction were all clearly predicted in this book 10 years ago around the new concept of a consumer democracy. In this updated edition, Marc Gobé covers how social media helped elect Barack Obama to the White House, how the idea behind Twitter is transforming our civilization, and why new generations are re-inventing business, commerce, and management as we know it by leveraging the power of the web. In studying the role of women as shoppers in chief, and defining the need to look at the marketplace by recognizing differences in origins, cultures, and choices, Emotional Branding foresaw the break up of mass media to more targeted and culturally sensitive modes of communications. As the first marketing book ever to study the role of the LGBTQ community as powerful influencers for many brands, Emotional Branding opened the door to a renewed sensitivity toward traditional research that privilege individuality and the power of the margins to be at the center of any marketing strategy. A whole segment in the book looks at the role of the senses in branding and design. The opportunity that exists in understanding how we feel about a brand determines how much we want to buy. By exploring the 5 senses, Emotional Branding shows how some brands have built up their businesses by engaging in a sensory interaction with their consumers. Emotional Branding explores how effective consumer interaction needs to be about senses and feelings, emotions and sentiments. Not unlike the Greek culture that used philosophy, poetry, music, and the art of discussion and debate to stimulate the imagination, the concept of emotional branding establishes the forum in which people can convene and push the limits of their creativity. Through poetry the Greeks invented mathematics, the basis of science, sculpture, and drama. Unless we focus on humanizing the branding process we will lose the powerful emotional connection people have with brands. Critics hailed Emotional Branding as a breakthrough and a fresh approach to building brands. Design in this book is considered a new media, the web a place where people will share information and communicate, architecture a part of the brand building process, and people as the most powerful element of any branding strategy. Most importantly, it emphasizes the need to transcend the traditional language of marketing--from one based on statistics and data to a visually compelling new form of communication that fosters creativity and innovation. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

The Logical Framework Approach (LFA) NORAD, Norwegian Agency for Development Cooperation, Norwegian Agency for International Development, 1999

Making Sense of Change Management Esther Cameron, Mike Green, 2015-03-03 The definitive, bestselling text in the field of change management, Making Sense of Change Management provides a thorough overview of the subject for both students and professionals. Along with explaining the theory of change management, it comprehensively covers the models, tools, and techniques of successful change management so organizations can adapt to tough market conditions and succeed by changing their strategies, structures, boundaries, mindsets, leadership behaviours and of course their expectations of the people who work within them. This completely revised and updated 4th edition of Making Sense of Change Management includes more international examples and case studies, emerging new thinking and practice in the area of cultural change and a new chapter on the interrelationship with project management (PM) and change management. It also covers complexity models, agile approaches, and stakeholder management along with cultural sensitivity and what to do when cultures collide. Making Sense of Change Management remains essential reading for anyone who is currently part of, or leading, a change initiative. Online supporting resources include lecture slides, making this an ideal textbook for MBA or graduate students focusing on leading or managing change.

Digital and Social Media Marketing Nripendra P. Rana, Emma L. Slade, Ganesh P. Sahu, Hatice Kizgin, Nitish Singh, Bidit Dey, Anabel Gutierrez, Yogesh K. Dwivedi, 2019-11-11 This book examines issues and implications of digital and social media marketing for emerging markets. These markets necessitate substantial adaptations of developed theories and approaches employed in the Western world. The book investigates problems specific to emerging markets, while identifying new theoretical constructs and practical applications of digital marketing. It addresses topics such as electronic word of mouth (eWOM), demographic differences in digital marketing, mobile marketing, search engine advertising, among others. A radical increase in both temporal and geographical reach is empowering consumers to exert influence on brands, products, and services. Information and Communication Technologies (ICTs) and digital media are having a significant impact on the way people communicate and fulfil their socio-economic, emotional and material needs. These technologies are also being harnessed by businesses for various purposes including distribution and selling of goods, retailing of consumer services, customer relationship management, and influencing consumer behaviour by employing digital marketing practices. This book considers this, as it examines the practice and research related to digital and social media marketing.

Nation branding Keith Dinnie,2010-05-14 Nation Branding: Concepts, Issues, Practice is a comprehensive and exciting text that demonstrates why nations are embracing the principles of brand management. It clearly explains how the concepts and techniques of branding can be adapted to the context of nations- as opposed to the more usual context of products, services, or companies. Concepts grounded in the brand management literature such as brand identity, brand image, brand

positioning, and brand equity, are transposed to the domain of nation branding and supported by country case insights that provide vivid illustrations of nation branding in practice. Nation branding is a means by which more and more nations are attempting to compete on the global stage. Current practice in nation branding is examined and future horizons traced. The book provides: * The first overview of its kind on nation branding * A blend of academic theory and real world practice in an accessible, readable fashion * A clear and detailed adaptation of existing brand theory to the emerging domain of nation branding * An original conceptual framework and models for nation branding * A rich range of international examples and over 20 contributions by leading experts from around the world Country case insights on nation branding strategies currently being utilized by nations such as Japan, Egypt, Brazil, Switzerland, Iceland, and Russia Clearly and coherently structured, the book is an essential introduction to nation branding for both students and policymakers and will be an essential text for those interested in this fast growing area.

Logo Design Workbook Sean Adams, Noreen Morioka, Terry Lee Stone, 2006-03-01 Logo Design Workbook focuses on creating powerful logo designs and answers the question, What makes a logo work? In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process. Topics include developing a concept that communicates the right message and is appropriate for both the client and the market; defining how the client's long-term goals might affect the look and needs of the mark; choosing colors and typefaces; avoiding common mistakes; and deciphering why some logos are successful whereas others are not. The second half of the book comprises in-depth case studies on logos designed for various industries. Each case study explores the design brief, the relationship with the client, the time frame, and the results.

The Million-Dollar, One-Person Business, Revised Elaine Pofeldt,2018-01-02 The self-employment revolution is here. Learn the latest pioneering tactics from real people who are bringing in \$1 million a year on their own terms. Join the record number of people who have ended their dependence on traditional employment and embraced entrepreneurship as the ultimate way to control their futures. Determine when, where, and how much you work, and by what values. With up-to-date advice and more real-life success stories, this revised edition of The Million-Dollar, One-Person Business shows the latest strategies you can apply from everyday people who--on their own--are bringing in \$1 million a year to live exactly how they want.

No Logo Naomi Klein,2000-01-15 What corporations fear most are consumers who ask questions. Naomi Klein offers us the arguments with which to take on the superbrands. Billy Bragg from the bookjacket.

Customizing and Extending IBM Content Navigator Wei-Dong Zhu, Tomas Barina, Yi Duan, Nicole Hughes, Marcel Kostal, Chad Lou, Brett Morris, Rainer Mueller-Maechler, Ron Rathgeber, Jana Saalfeld, Jian Xin Zhang, Jie Zhang, IBM Redbooks, 2015-04-13 IBM® Content Navigator provides a unified user interface for your Enterprise Content Management

(ECM) solutions. It also provides a robust development platform so you can build customized user interface and applications to deliver value and an intelligent, business-centric experience. This IBM Redbooks® publication guides you through the Content Navigator platform, its architecture, and the available programming interfaces. It describes how you can configure and customize the user interface with the administration tools provided, and how you can customize and extend Content Navigator using available development options with sample code. Specifically, the book shows how to set up a development environment, and develop plug-ins that add an action, service, and feature to the user interface. Customization topics include implementing request and response filters, external data services (EDS), creating custom step processors, and using Content Navigator widgets in other applications. This book also covers mobile development, viewer customization, component deployment, and debugging and troubleshooting. This book is intended for IT architects, application designers and developers working with IBM Content Navigator and IBM ECM products. It offers a high-level description of how to extend and customize IBM Content Navigator and also more technical details of how to do implementations with sample code.

Results Bruce A. Pasternack, Gary L. Neilson, 2005-10-18 Every company has a personality. Does yours help or hinder your results? Does it make you fit for growth? Find out by taking the guiz that's helped 50,000 people better understand their organizations at OrgDNA.com and to learn more about Organizational DNA. Just as you can understand an individual's personality, so too can you understand a company's type—what makes it tick, what's good and bad about it. Results explains why some organizations bob and weave and roll with the punches to consistently deliver on commitments and produce great results, while others can't leave their corner of the ring without tripping on their own shoelaces. Gary Neilson and Bruce Pasternack help you identify which of the seven company types you work for—and how to keep what's good and fix what's wrong. You'll feel the shock of recognition ("That's me, that's my company") as you find out whether your organization is: • Passive-Aggressive ("everyone agrees, smiles, and nods, but nothing changes"): entrenched underground resistance makes getting anything done like trying to nail Jell-O to the wall • Fits-and-Starts ("let 1,000 flowers bloom"): filled with smart people pulling in different directions • Outgrown ("the good old days meet a brave new world"): reacts slowly to market developments, since it's too hard to run new ideas up the flagpole • Overmanaged ("we're from corporate and we're here to help"): more reporting than working, as managers check on their subordinates' work so they can in turn report to their bosses • Just-in-Time ("succeeding, but by the skin of our teeth"): can turn on a dime and create real breakthroughs but also tends to burn out its best and brightest • Military Precision ("flying in formation"): executes brilliant strategies but usually does not deal well with events not in the playbook • Resilient ("as good as it gets"): flexible, forward-looking, and fun; bounces back when it hits a bump in the road and never, ever rests on its laurels For anyone who's ever said, "Wow, that's a great idea, but it'll never happen here" or "Whew, we pulled it off again, but I'm tired of all this sprinting," Results provides robust, practical ideas for becoming and remaining a resilient business. Also available as an eBook From the Hardcover

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