



“ Pragmatism

I don't want to achieve immortality through my work... I want to achieve it through not dying

(Woody Allen)

In this book I distill the experience we have gained about "brand management" and I define the new conceptual model and methodological approach that characterizes my approach to the subject.

Click here to understand how the [TOTAL BRAND EXPERIENCE](#) can help you to solve the problems of your company.

The book aims at improving the practice of brand management, by providing entrepreneurs and managers with practical tools to:

1. Go on with the definition and review of the brand identity and its attributes, so to ensure a punctual alignment to the evolution of the competition scenario;
2. Guarantee that the communication initiatives are fully consistent with the company values and to clearly identify the origins of possible distortions;
3. Adopt innovative communication procedures, based on experience;
4. Identify all relevant target publics and to actually plan ad-hoc communication initiatives;
5. Fully research and exploit the existing synergies among the single communication initiatives;
6. "Prepare" customers to the launch of new products and services;
7. Protect the brand value thanks to the preventative measurement of the enrichment or impoverishment effect that the single company initiatives have on this value;
8. Promote a more transparent planning and summarizing of the different brand management initiatives.