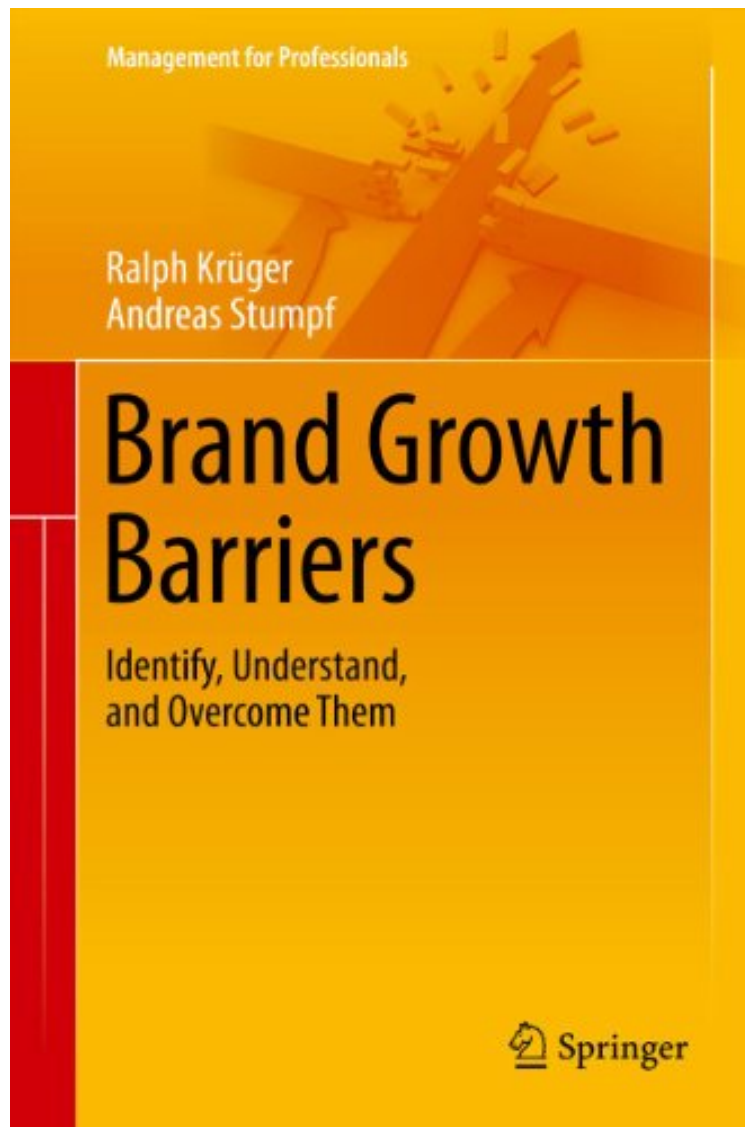


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Brand Growth Barriers: Identify, Understand, and Overcome Them (Management for Professionals)

Ralph Krüger, Andreas Stumpf

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How can a brand - whether products or services, B2B or B2C, big or small - get back onto a growth track, even in economically difficult times? According to the two brand leadership experts Ralph Krumlger and Andreas Stumpf, this can only be achieved by systematically overcoming growth barriers. In this book they present their Brand Growth Barrier Model, which makes it possible for businesses to identify, understand and overcome the barriers to and in their own brands. Case studies from well known brands of different categories, useful checklists for daily business and a clear, practical Question and Answer System on all relevant issues make this book an indispensable guide - not only for marketing experts but also for chief executives and responsible parties in sales and controlling. ?

About the Author Ralph Krumlger and Andreas Stumpf were Brand Managers at Procter Gamble for several years before they founded their own company Advanced Marketing Consulting in Frankfurt in 1999. Together with their team, the authors advise and support numerous national and international enterprises from the consumer goods and finance industries such as Bayer, Beiersdorf, Deutsche Bank, Nestleacute;, Pepsico, SCA and Wrigley, as well as companies active in B2B marketing and sales such as Bosch or Heraeus Kulzer. The authorsrsquo; core competence lies in the systematic development of growth strategies ndash; based on their own brand leadership approach ndash; to generate sustainable growth for brands.