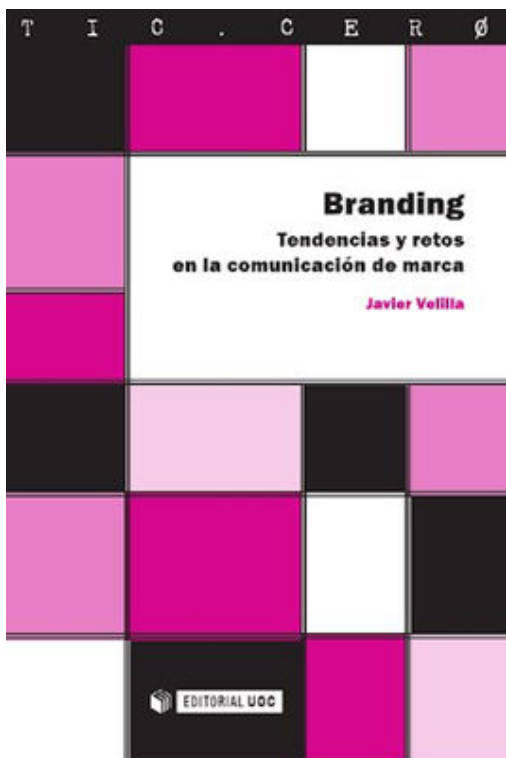


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Una marca es un intangible activo fundamental. Fortalecer el valor que proporciona una marca exige mejorar y multiplicar los puntos de contacto con su audiencia, y que sean satisfactorios y estén dotados de significado. Una marca poderosa genera personalidad, notoriedad y preferencia, objetivos fundamentales en la actual situación de mercado. Este libro presenta qué es y cómo actúa una marca, explica cuáles son las tendencias más relevantes que afectan a esta realidad intangible y propone líneas de trabajo estratégico para responder a los inminentes retos que se avecinan.

Title	:	Branding
Author	:	Javier Velilla Gil
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