

Altrought the challenges in branding can be immense and dificult , branding is not necesary rocket since. In fact , it is an art and a science . there's always a cretivity and originally component involved with marketing. Even if someone were to follow all the guidelines in this book – and all guidelines were propelly specified – the succes or failure of a brand strategy would still defen largely on how. Exactly this strategy would be implemented.

