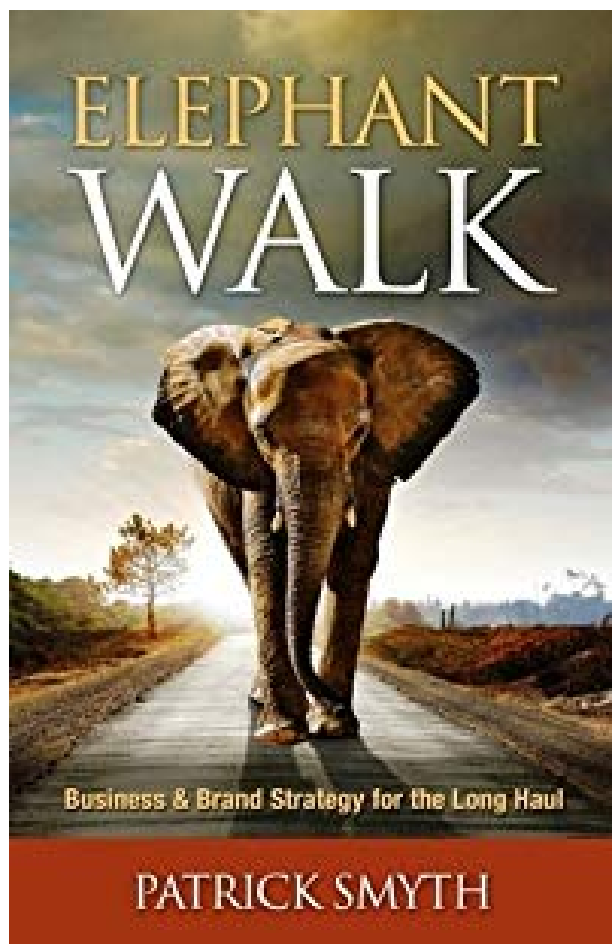


Elephant Walk: Balancing Business Performance and Brand Strategy



Goodreads Rating:	5.00
Genre:	Uncategorized
Language	English
Author:	Patrick Smyth
Published:	December 12th 2010 by Enchanted Forest Press
Pages:	210

[Elephant Walk: Balancing Business Performance and Brand Strategy.pdf](#)

[Elephant Walk: Balancing Business Performance and Brand Strategy.epub](#)

Align your brand strategy to outrun and outlast your competition. In Elephant Walk you will learn to: Align every aspect of your business to create a sustainable brand; increase profits by aligning all human and operational resources with the brand promise; Enhance customer perception and brand loyalty; truly differentiate your business in the marketplace through customer-focused brand strategies; increase employee retention and performance and reduce wasted spending and lost time due to brand inefficiency. Leaders often lack understanding of the role of the brand - it's way more than a logo! Operating performance metrics often fail to measure the actual customer experience. Poor alignment with the brand promise results in wasted time and money. Focusing on the vendor community, not the customer community weakens perceived value and customer loyalty. Patrick Smyth has 30 years of business executive experience including developing and launching products at large technology firms. He is a big picture thinker and has helped hundreds of entrepreneurs to navigate the journey of their new ventures. This book is a must read for any business.