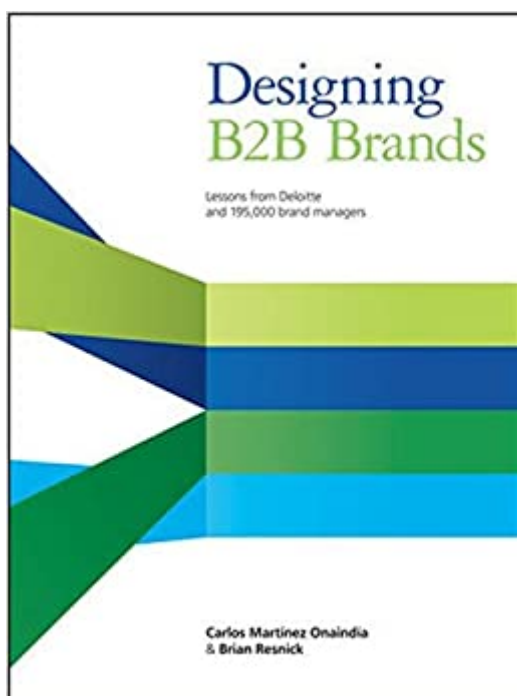


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# Designing B2B Brands: Lessons From Deloitte And 195,000 Brand Managers



## Synopsis

“As an in-depth explanation of one organisation’s brand strategy, this guide is both fascinating and full of useful insights. • The CA magazine (UK) Get tactical insight from the top business-to-business branding experts and gain a global presence This comprehensive manual lays out the steps necessary for creating an iconic global identity. It uses the lessons and inside knowledge of Deloitte, the world’s largest professional services organization, to help other business-to-business operations deliver a high-impact, value-added brand experience. This book will illustrate all the components of an integrated brand identity system, and how they can be crafted and implemented for optimal effect. Here, the speculative is replaced by the proven: a seamless framework for global brand success, created and followed by an organization renowned for its consulting and advisory services. Features essential up-to-date strategies for keeping your brand fresh and enduring Addresses the role of designers; the marketing and communication function; human resources and talent teams; agencies and vendors; and more Considers the impact of digital and social media, two massive forces requiring new thinking for B2B brands Incorporates best practices for emerging markets With guidance that takes you on a clear, linear path toward achieving your brand objectives, this impressive single-source volume is the one book no business marketing professional should be without.

## Book Information

Hardcover: 224 pages

Publisher: Wiley; 1 edition (April 1, 2013)

Language: English

ISBN-10: 1118457471

ISBN-13: 978-1118457474

Product Dimensions: 8.9 x 0.7 x 11.2 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars 24 customer reviews

Best Sellers Rank: #609,949 in Books (See Top 100 in Books) #92 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #1657 in Books > Arts & Photography > Graphic Design > Techniques #144673 in Books > Textbooks

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A comprehensive guide to creating and implementing a global brand platform using the lessons and secrets of the world’s largest professional services organization As

branding becomes ever more central to business success, more professionals than ever before play a role in shaping a company's brand and are counted on to have a strong understanding of how to deliver consistent results of very high quality. This comprehensive manual lays out the steps needed to create an iconic global identity. It uses the lessons and inside knowledge of Deloitte, the world's largest professional services organization, to help other business-to-business operations deliver a high-impact, value-added brand experience. Designing B2B Brands illustrates all the components of an integrated brand identity system, and how it can be crafted and implemented for optimal effect. Here, theory is replaced by practice: a seamless framework for global brand success, created and followed by an organization renowned for its consulting and advisory services. This powerful guide: Features essential up-to-date strategies for keeping your brand fresh and enduring Addresses the role of designers; the marketing and communication function; human resources and talent teams; agencies and vendors; and more Considers the impact of digital and social media, two massive forces requiring new thinking for B2B brands Incorporates best practices for emerging markets With guidance that takes you on a clear, linear path toward achieving your brand objectives, this impressive single-source volume is the one book no business marketing professional should be without. You don't need to be an agency professional to appreciate the key insight of Designing B2B Brands: that brand excellence is best achieved through the creative connection of business goals, culture, and people. SIR MARTIN SORRELL, CEO, WPP group For the first time in the history of business books, an elite global professional services firm actually shows, touch point by touch point, channel by channel, what it takes to be a brand leader. In a world filled with B2C branding, finally, a book about B2B. Kudos. We needed it. ALINA WHEELER, AUTHOR, DESIGNING BRAND IDENTITY

CARLOS MARTINEZ ONAINDIA is Senior Manager, Global Brand, and BRIAN RESNICK is Associate Director, Global Brand, both at Deloitte Touche Tohmatsu Limited. They provide strategic and creative counsel around brand identity, which is active in more than 150 countries.

The book gives a wholesome view of the Deloitte brand and there's a lot to be learnt from that. I especially like how they bring out the fact that having a strong brand is all the more essential in today's competitive environment, and how the brand experience has to speak of the same values end-to-end. My issue with the book is that looking at just one brand doesn't give you a wholesome perspective on things, and that the book is pretty dry, sometimes even reading like a manual. For a book on branding, it could have had a lot more life into it.

This book puts the basics of what everyone should know about branding into a simple easy to understand format. Our company now has 5 copies and it using as a guide line to new company standards.

i love this book.

I was hoping for a practical how-to guide for B2B branding. That's what my small business does: B2B services. There was little practical advice in this book that applies to small business. What I did find was a series of zen-like concepts and how they applied to Deloitte - a very large international corporation. These little nuggets of wisdom were good and I think helpful for my own marketing strategy creation. Is it conceptual? Yes. Is it a practical guide? No. I think the title mentioning 195,000 Brand Managers leads the purchaser to think there may be input or examples from outside Deloitte. It quickly can be seen when reading the 195,000 are just all the Deloitte employees. Still this bugged me a bit. The layout of the book is logical and presents the (as the authors appear to feel) gold standard of the Deloitte B2B marketing and branding efforts. It is good, but feels self aggrandizing. At least a bit is due to the lack of any pitfalls in how the brand was implemented. Surely there were things they tried that didn't work. Knowing those and why they didn't work would have been helpful and I think built more credibly. The book itself is hard cover in coffee-table large format. The high quality paper and color printing with emphasis on pictures and large simple diagrams all say this book is more for display than reading. Perhaps this is the coffee-table book for the marketing professional? I got some good concepts and ideas about marketing and branding from Designing B2B Brands. I don't think it was aimed at me, but at the mega corporation marketing professional. For the marketing professional it may be a 5 star book, but for me it's only worth 1 star. I would not spend my money on this.

It would be easy to dismiss this book as nothing more than a promo piece for an international consulting firm that isn't even particularly known for brand consulting. Especially given the budgets that such a brand has to work with. After all, the vast majority of brands in the world -- b2b or any other kind -- simply do not have the budgets to implement such thorough and sweeping branding exercises, let alone the time or staff. That said, as an advertising and branding professional who has had to explain many, many times to clients exactly why branding has value to companies in a broad range of market positions, I did find this book offers a lot of productive examples to draw from to

make strong, cogent arguments for taking brand-building action. The fact that they set up the Deloitte brand as an iconic exemplar gets to be a little boring by about the 5th chapter, but in truth it does allow a reader to apply the lessons across a multi-layered, multi-faceted organizational structure, as you need to do if you are dealing with any company, university, or even non-profit of substantial size. And if you can do it with a large structure, you can carve that down in applicable ways for smaller ones. So do I recommend you buy it? Well, if you are a marketing or brand director looking for demonstrable talking points to substantiate efforts to expand or stabilize a brand, you can find a lot of good material here. Just be ready to break it up and customize it to fit your own company's or client's circumstances. Similarly, if you are a student still trying to wrap your head around whether branding is just decor or has real financial implications, you should definitely pick up this book...and use it. You may find it more helpful than your text books.

Brand is one of the more abused words in the business lexicon. Browse the business section of and you'll find books about brand that limited to one aspect, such as advertising, or focusing on strategy only while ignore the importance of design and experience. One thing nearly all of them have in common is that they focus on consumer (or B2C) brands. This is an inside view of a true business-to-business brand, Deloitte Touche Tohmatsu, with attention given to both strategy and visual identity. This is not a how-to book although it does include tips, thought-starters and even "laws" (an unfortunate term, IMHO.) As a brand strategy practitioner, I disagree with a few of the definitions offered - I wouldn't define B2B brand positioning as "collective comparative view," for example - but I greatly admire the obvious rigor involved in the thinking. Think of this as the sort of detailed case study you hope to see at an industry conference: real life lessons from experienced practitioners covering every aspect of a B2B brand. Make no mistake, this is the story of one brand and one brand only, which makes this a less than perfect book. On the plus side you have discussion of less commonly covered topics like brand asset management. On the negative side you have more pictures than text. Beautiful pictures and a very appealing layout, but the depth on any individual topic is limited. Recommended for practitioners only. This is not for the casual reader or anyone new to the topic. Note: Readers of Alina Wheeler's *Designing Brand Identity* will find this book's design and layout pleasantly familiar.

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