



Brand Harmony: Achieving Dynamic Results by Orchestrating Your Customer's Total Experience

Steve Yastrow

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Brand Harmony presents a fresh and revealing approach to branding and explains how companies of all types and sizes can achieve dynamic results by orchestrating their customers' total experience. Brand Harmony is a breakthrough concept that aligns everyone in a company to deliver a powerful, harmonious message to customers. Full of common-sense wisdom, Brand Harmony dispels the myths about branding and shows how companies can successfully create Brand Harmony in the minds of their customers by aligning the entire organization to tell one cumulative story. Brand Harmony takes marketing beyond the marketing department by showing how people throughout an organization need to "be the brand" in order to create comprehensive, company-wide messages that customers will understand and believe. Brand Harmony includes 10 how-to exercises based on Yastrow's proven methods and real-life examples which walk the reader through each stage of the branding process.

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