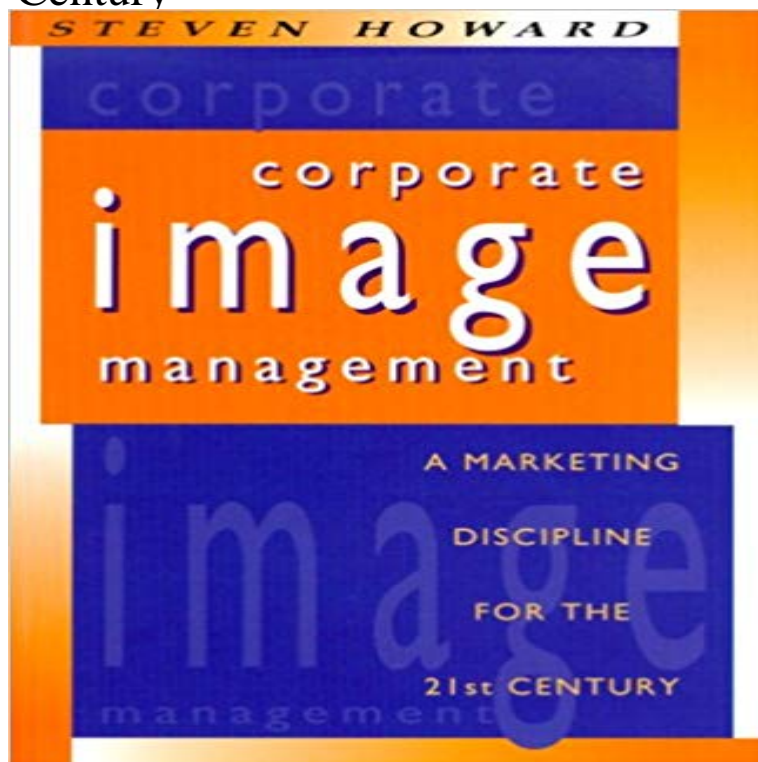


Corporate Image Management: A Marketing Discipline for the 21st Century



Corporate Image Management is a comprehensive, practical introduction to one of the most potent marketing and management tools available for the use of senior executives. Progressive corporate leaders will want to use this new discipline to drive their organizations in today's increasingly competitive markets. The corporate image communicates the organization's mission, the professionalism of its leadership, the calibre of its employees, and its roles within the marketing environment or political landscape. Historically, thinking and writing about the subject has come from the area of graphic design. This approach no longer suits the global, dynamic, cross-border and cross-cultural world in which many of today's businesses and organizations compete. Corporate Image Management describes the discipline which will be a key to successful marketing well into the next century. Steven Howard, who has over 18 years senior marketing experience in the Asia/Pacific region, illustrates the concept of corporate image management with case stories from Singapore Airlines, MasterCard International, Amazon.com, the National Basketball Association, Britain's Royal Family, and many others.

Treats corporate image correctly as a marketing discipline, not a design issue. Corporate image is a critical component of relationship excellence. Can be used for implementing strategic change within any organization.

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