



The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success: How ... and Keep the Promise That Guarantees Success

Duane Knapp

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Brand expert, popular speaker, and Fortune 500 advisor Duane Knapp presents *The BrandPromise®*, his secret formula for becoming a Genuine Brand. Making the right promise, keeping it, and fulfilling your BrandPromise commitment will transform your business or organization into a “one-of-a-kind” brand that customers, employees, and shareholders will trust and support for years to come.

“A brand's promise is the new currency for success,” says Knapp, who teaches from personal experience, having built or advised hundreds of successful brands worldwide. Duane Knapp's Promise philosophy has been highly acclaimed and extensively referenced and quoted in hundreds of publications and books.

Brand success rests on three principles:

- 1) Provide a unique experience with products or services that enhance your customer's lives
- 2) Inspire employee partnership, passion, and support
- 3) Create a perception of exceptional value and distinctive benefits and deliver on your promise.

Genuine Brands make a promise and keep it. This promise begins with a different mindset than business as usual. It's not just about doing a good job—it's about optimizing the emotional and functional benefits from a customer's perspective.

The BrandPromise applies to every type of organization, from associations, philanthropic enterprises (charities and non-profits), and personal brands (celebrities, athletes and executives), to professional service firms (doctors), entrepreneurs, small businesses, and member-centric businesses (credit unions and co-ops). Knapp provides insights from a wide range of executives and leaders with in-depth analyses of many Genuine Brands, including Ketel One, Costco, the Make-A-Wish Foundation, Destination Marketing Association International, SAFE Credit Union, Annika Sorenstam, Callison Architecture, RK Dixon, Bartell Hotels, and Tourism Vancouver.

The BrandPromise book reveals the secrets that all kinds of organizations including associations, philanthropic enterprises (charities and non-profits), and personal brands (celebrities, athletes and executives), to professional service firms, such as doctors, entrepreneurs, small businesses, and member-centric businesses such as credit unions and co-ops.

The BrandPromise also explains how celebrities can utilize the secrets of BrandScience to enhance their image and perceptions and features a Brand Profile on Annika Sorenstam.

According to Knapp, “Annika’s strategy is a perfect guide for any individual or celebrity that is interested in optimizing their success.

“Great stars may be born, but it’s the celebrities that embrace the principles of BrandScience that enjoy long term brand success.”

The BrandPromise features insights from other celebrities including Oprah, Greg Norman, and Rachael Ray.

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From reader reviews:

Richard Zhang:

As people who live in the modest era should be change about what going on or information even knowledge to make them keep up with the era which can be always change and move forward. Some of you maybe will certainly update themselves by looking at books. It is a good choice for you but the problems coming to you is you don't know what one you should start with. This The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success: How ... and Keep the Promise That Guarantees Success is our recommendation to help you keep up with the world. Why, because this book serves what you want and need in this era.

Robert Wilkerson:

The guide untitled The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success: How ... and Keep the Promise That Guarantees Success is the guide that recommended to you to read. You can see the quality of the book content that will be shown to an individual. The language that creator use to explained their way of doing something is easily to understand. The author was did a lot of study when write the book, so the information that they share to you personally is absolutely accurate. You also could get the e-book of The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success: How ... and Keep the Promise That Guarantees Success from the publisher to make you considerably more enjoy free time.

Cheryl Fisher:

A lot of people always spent their own free time to vacation or maybe go to the outside with them friends and family or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, or even playing video games all day long. If you wish to try to find a new activity that is look different you can read some sort of book. It is really fun to suit your needs. If you enjoy the book that you simply read you can spent the entire day to reading a reserve. The book The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success: How ... and Keep the Promise That Guarantees Success it doesn't matter what good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. In case you did not have enough space to deliver this book you can buy typically the e-book. You can m0ore easily to read this book from the smart phone. The price is not too expensive but this book features high quality.

Margaret Pace:

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Success: How ... and Keep the Promise That Guarantees Success was colorful and of course has pictures around. As we know that book The Brand Promise: How Ketel One, Costco, Make-A-Wish, Tourism Vancouver, and Other Leading Brands Make and Keep the Promise That Guarantees Success: How ... and Keep the Promise That Guarantees Success has many kinds or genre. Start from kids until youngsters. For example Naruto or Detective Conan you can read and feel that you are the character on there. Therefore , not at all of book usually are make you bored, any it offers you feel happy, fun and loosen up. Try to choose the best book for you and try to like reading that will.

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