



## Summary: A New Brand World: Review and Analysis of Bedbury's Book

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This complete summary of the ideas from Scott Bedbury's book "A New Brand World" shows that a strong set of brand values can be a company's most important asset. In their book, the authors outline eight principles for creating a solid 21st century brand, giving useful and well-known industry examples to highlight the main points. An impressive amount of information has been condensed into this neat and digestible format, making it a great guide for anyone looking to build a memorable brand for the 21st century, whether you are building on existing foundations or starting entirely from scratch.

**Added-value of this summary:**

- Save time
- Understand key concepts
- Increase your business knowledge

**To learn more, read "A New Brand World" and find out how to create a solid 21st century brand based on values.**

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**Bibliography**

- Sales Rank: #2001564 in eBooks
- Published on: 2013-02-15
- Released on: 2013-02-15
- Format: Kindle eBook

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