



# Designing B2B Brands: Lessons from Deloitte and 195,000 Brand Managers

By Carlos Martinez Onaindia, Brian Resnick

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“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.

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### Editorial Review

From the Back Cover

**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*

About the Author

**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.

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