

## BASICS OF BR ANDING GRONLUND JAY%0A

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This book on the 'Basics of Branding' is designed to refocus the attention of tomorrow's managers on these essential building blocks for successful brand development. It emphasizes the core principles that will enable people to view branding as a tool for a variety of uses (e.g., Corporate and product branding, personal branding, branding a country or a university, etc.). The book is basic.

[Jay Gronlund Interview Reach Personal Branding Interview ...](#)

Founder of the Pathfinder Group, Jay Gronlund, is our guest expert for the November 21, 2013 Reach Personal Branding Interview at noon EST. Jay will be discussing his book Basics of Branding in an interactive, one-hour interview with William Arruda, founder of Reach Personal Branding.

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Basics of Branding has 1 rating and 0 reviews. Smart branding is essential for success, yet it is often misunderstood. Developing a brand that is relevant

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In an easy-to-understand writing style, Gronlund will show you the fundamentals that will help develop a value proposition that will excite customers. Branding is all about creating a message or an impression that makes an impact and creates a rational and emotional connection with a customer. Forming a bond of trust and comfort will build brand equity (i.e., how people value your brand) and

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In 1999, Gronlund created a course on "positioning and brand development" for NYU, which he continues to teach to students from the United States and abroad. He has authored several articles, white papers, and books.