

Contents

Foreword	ix
Preface	xiii
Introduction	xvii
Part One: The Basics	1
1. What Is Corporate Branding?	3
2. The Value of Brands	21
3. Who Are You?	45
4. Diagnosing Your Corporate Brand	67
Part Two: Managing Corporate Brands	93
5. Managing Corporate Brands as Organizations Grow	95
6. The Influence of Employees and Their Cultures	125
7. Through Stakeholders' Eyes	149
Part Three: Pulling It All Together	175
8. Aligning Vision, Culture, and Images	177
9. Getting into Enterprise Branding: Catching the Third Wave	203

Glossary of Key Terms	231
Notes	233
References	247
The Authors	251
Index	253