

helen edwards derek day

creating PASSION BRANDS

getting to the heart of branding

INTEGRITY

TRUST

DIFFERENCE

LOYALTY

FAME

BELIEF

COHESION

PRINCIPLES

PROFIT

PASSION

"Addresses the biggest challenge marketers and brands face today."

*Gary Bembridge, Vice President Global Marketing Development,
Johnson & Johnson*

Creating Passion Brands: Getting to the Heart of Branding

Helen Edwards

manufacturers are at a crossroads. latest dealers face flat growth, regulated markets, rapacious shops and cynical consumers. And but a few manufacturers upward thrust above the problems to ignite passionate advocacy in shoppers and staff alike. those are the manufacturers with the mind's eye to face for whatever instead of simply following the newest client whim, the manufacturers with

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