

1: Profile | Marketing Express

For the past 10 years, we have helped businesses create their brand presence and achieve their goals. Our process is designed to empower your brand and outfit your business with the marketing tools needed to succeed.

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Introduction to ExpressExec

What is a Brand? This chapter considers the changing nature of branding, including: It has layers and a core. The core is the user who will stick with you until the very end. The place it occupies in business life is constantly being debated and refined. It has gone through, and continues to go through, periodic reinterpretations and innovations. At present, it is the advent of the Internet that is exercising the minds of academics and branding experts. In December, for example, Regis McKenna, who has been described as one of the fathers of modern marketing, observed: But reports of the demise of the brand seem greatly exaggerated. For once, McKenna is in a minority of one. The debate about the future direction of brands is likely to rumble on much as it always has, but, for the thousands of practicing brand managers and other businesspeople around the globe, that brands have a future has never been in serious doubt. The fact is that although brand management goes through periodic reappraisal, and the theory and the tools that are used to create and sustain a brand alter over time, brands remain an ever-present part of our lives. Not only has the world of brands expanded to take in virtually everything that can be made, provided or breathed, it has re-invented traditional relationships. Small, locally available products have been converted into nationally and internationally renowned money-earners. A staggering million Unilever products are sold every single day; over 1. Brands are powerful weapons. They can change the entire landscape of industries. Some even force themselves deep into the psyche of entire nations. The Italian love affair with Nutella is a similarly curious phenomenon and one likely to keep psychologists at work for many years to come. Take the Interbrand survey of brand values in The remarkable feature is not that brands have lost their significance or allure far from it, in fact but that the company that sits at the top of the rankings was founded over one hundred years ago, has extended its brand very little, and makes a large proportion of its profits from a single and largely undifferentiated product. Interbrand That company is of course Coca-Cola, which at the last count was selling 12, products every second across the globe. The annual Interbrand rankings generally reflect economic and business trends. Traditionally the companies that head the rankings see Table 1. And in the rankings the dot-coms continued their climb up the brands value ladder with Yahoo! Judging by the values attributed to the brands appearing in the Interbrand rankings, the role of the brand in marketing strategy seems anything but dead. In fact, brands are everywhere. Omnipresent, ubiquitous, they pervade our lives. They stare at us from the billboards that sit incongruously alongside the cows in fields visible on the daily commute. In cities, ads cover every available space, plastering urban concrete like modern-day frescoes. Japanese teenagers wear electronic billboards on their backs. We wake up in our branded pajamas, brush our teeth with branded toothpaste, eat our branded cereal, and drive to work in our branded automobile. After work we drop into a branded bar to have a glass of our favorite branded drink, then grab some branded fast food before driving home. Brands, then, at least as far as the business world is concerned, are essential. What is changing, however, is the theory of branding and brands strategy. Part art, part science, branding is the business equivalent of alchemy, with the marketer, brand manager, CEO, and even the humble individual playing the role of alchemist. Base products are branded gold. The last decade or so has witnessed several important

developments in branding: As noted above, branding theory is constantly evolving, as companies try to maintain a competitive edge. Understanding branding, with its rapid pace of change, is like trying to make a living as a session musician: Branding is designed to remove the mystique associated with branding theory; identify the key concepts and thinkers; detail the latest trends; show how the great brands do it; list the best branding resources; and finally show how to put it all into practice. As David Ogilvy, the advertising guru, once said: On the Internet at: Most people can name examples of brands, but the precise meaning of the concept is more difficult. This chapter examines some of the classic definitions of brand. It has its own lexicon of terminology, impenetrable to most non-marketers. Brand systems, brand equity, brand valuation, brand extension: However, before we can begin to understand these concepts we need to pin down that elusive notion of the brand itself. This is not an easy task. To this one question they gave different answers " and therein lies the dilemma. The unpleasant truth is that there is no pat answer, no single killing definition of a brand. A brand has many different attributes, and the importance and nature of those attributes changes according to whom you ask and when you ask them. The best that can be hoped for is an understanding of what some of the leading thinkers and practitioners have said about brands. In the beginning came the product. Branding was a mark on the product " a signature or symbol " signifying its origin or ownership. The product stands alone; the brand exists within the corporate ether. The product comes first and the brand does little more than make it clear which company made the product and where. Koch defines a brand as: Additionally, brands take on more significance when consumers place great importance on the decision being made. They are the original and still the most common type of branded goods " Mercedes cars, Mars bars, and Pepsi-Cola are all examples of product brands. Less common than their product counterparts, service brands are those where the brand is predominantly perceived through the service that is associated with it rather than through the material things to which the brand symbols are attached. Virgin Airlines is a service brand in essence: Fed-Ex, Visa, and Citibank are all service brands. The organization is the brand and the brand becomes an integral part of the strategic planning process. Microsoft, Virgin, and Sony, for example, have all taken the concept of the brand to the core of the corporation. These are events, usually in sports or the arts, that have taken on lives of their own and are promoted as stand-alone brands. The growth of the tourism and leisure industries and world travel in general has provoked the branding of locations. Another way of looking at brands is to examine some of the common characteristics of the most successful brands. These best-of-breed brands tend to be: Universal The modern world of brands extends to all industries, all businesses. Once the world of brands was dominated by fast-moving consumer goods. Now it is filled with retailers " from Benetton to Wal-Mart " and financial services companies. They realize that branding can provide competitive advantage, no matter whether you sell hot-dogs or provide cleaning services. They are psychological as well as physical. Brands are about hearts and minds. A product is the artifact of the truth of a promise. Coke promises refreshment; Gateway Computer promises to be your wagon master across the Silicon prairie. More importantly, people buy what they trust and believe in, and are prepared to pay a premium price for it. In the end, branding works because belief sells. Able to re-invent themselves The most powerful brands have the power to re-invent businesses, and sometimes entire industries. Take Absolut vodka, for example. Owned by the Swedish state, Absolut is a testament to how powerful branding can be. Ten years ago, the brand was virtually unknown, its product unfashionable, its market dominated by long-established brands. Smirnoff ruled the roost. Absolut has emerged from nowhere as the vodka brand of our day. Today it is the fifth largest spirits brand in the world and is present in some markets. In , 60 million liters of Absolut Vodka were sold. In , some 40 million liters were sold in the US alone. A clever ad campaign has established Absolut as a brand for its times. Nowhere is it louder than in the world of brands. Combining global and local elements is a minefield, nowhere more so than in Europe, where cultural and regional differences abound. It is not only national tastes and preoccupations that the brand must play to.

2: HK Express hires senior Hong Kong Airlines exec as president | Marketing Interactive

This is your place to find EITC products to customize with your name and contact information and tips for customizing them. We also have downloadable products for the American Opportunity Tax Credit and filing the Form T, Tuition Statement.

Buckminster has been Group President, Global Consumer Services, since February , with additional responsibility for credit and fraud risk management and information management across the company. Buckminster has been with the company since Earlier in her career she ran a financial information and technology company and worked for a hedge fund in New York. Prior thereto, she had been President, U. Consumer Services since October Loyalty from January to February Squeri is a thirty-two year veteran of American Express having joined the company in Prior thereto, he had been Executive Vice President of U. Commercial Card from January through May Board of Directors Stephen J. As the USTR, she served as chief trade negotiator and principal trade policymaker for the United States and, in both roles, negotiated complex market access, regulatory, and investment agreements with virtually every major country in the world. Brennan is a former Chairman of the Financial Accounting Foundation, an overseer of financial accounting and reporting standard-setting boards. He is also co-founder of CA Media, L. At News Corporation, Mr. In this role, Mr. Lauvergeon started her professional career in in the steel industry and in she was named Advisor for Economic International Affairs to the French Presidency and Deputy Chief of Staff in Lauvergeon has been a member of the United Nations Global Compact Board, an executive committee member of the World Business Council for Sustainable Development, and involved in various not for profit organizations in France. She is also Chair of the Innovation Commission, launched by the President of France in to stimulate innovation in France. Governor Leavitt has extensive management and leadership experience, including serving as the Governor of Utah, appointments to positions with the U. He is also a filmmaker, an author and a director of several private internet and technology companies and educational institutions. Leonsis was Chairman of Revolution Money, Inc. In November , Mr. Levin is Senior Advisor and former CEO of Coursera, an educational platform that partners with top universities and organizations worldwide to offer courses online. Levin also is a trustee of the William and Flora Hewlett Foundation, one of the largest philanthropic organizations in the United States concerned with solving social and environmental problems. Palmisano joined IBM in Palmisano is Chairman of the Center for Global Enterprises, a private, nonprofit research institution devoted to the study of contemporary corporations, globalization, economic trends and their impact on society. Palmisano was appointed by President Obama as Vice Chair of the Commission on Enhancing National Cybersecurity, a bipartisan government-industry panel that was charged with providing detailed recommendations to strengthen public and private sector cybersecurity defenses. Palmisano was also co-chair of an independent task force of the Council on Foreign Relations on cybersecurity. Vasella is Honorary Chairman and former Chairman and CEO of Novartis AG, a company that engages in the research, development, manufacture and marketing of health care products worldwide. From to , Dr. Vasella is currently working as a coach to senior executives. He is a member of the International Business Leaders Advisory Council for the Mayor of Shanghai, a foreign honorary member of the Academy of Arts and Sciences, a trustee of the Carnegie Endowment for International Peace and a member of several educational institutions. He is a trustee of the Committee for Economic Development and Vice Chair of the Board of Trustees of the Conference Board, a global, independent business membership and research association working in the public interest. Prior to joining Aetna, Mr. Williams co-founded several businesses and served in senior management positions at a number of other companies. Young joined Intel in and led the initiative to spin out McAfee. Young also led end user computing at VMware and cofounded the company, Cyveillance. Young serves on the board of directors of Snap Inc.

3: Marketing Executive Opens New Express Franchise in Commerce, CA - Express Services

Log in to your Marvin Marketing Express account. Email (Case Sensitive) Password (Case Sensitive) Request an account Forgot your password?

Exploring Corporate Strategy products and services. The problem is that there are others "customers, suppliers, and competitors among them" who want to do the same. As the economists point out, if there is genuine, free competition, companies can make no profits above the market value of their resources. The purpose of strategy, therefore, is to prevent such open and free competition: Bartlett and Sumantra Ghoshal have explored this change in a series of articles for the Harvard Business Review between November and May. The authors explored a business environment in which overcapacity was the norm, markets were global, lines separating businesses were fuzzy, and, with equal access to technology, early-market entry advantages became minimal. Bartlett and Ghoshal suggested that a change in management doctrine was needed to match this new landscape, namely that: They should expand their focus from devising formal structures to developing organizational purpose. In short, they argued that the traditional strategic paradigm, in which organizational structures and systems supported strategy, was being replaced by a more humanistic paradigm which relied more heavily on defining the purpose and vision of the organization and developing the skills to meet this vision. Today, most strategic commentators maintain that a robust planning framework is still absolutely vital to the success of an organization, but that it is clearly no longer sufficient by itself, in view of very rapid rates of change. Accordingly, in the early years of the twenty-first century, the emphasis has shifted to factors which allow organizations to develop adaptability and flexibility Table 3. Adapted from Christopher A. Bartlett and Sumantra Ghoshal, Harvard Business Review three articles between November and May NOTE 1 A paradigm is a constellation of concepts, values, perceptions and practices shared by a community which forms a particular vision of reality and collective mood that is the basis of the way that the community organizes itself. The hare, the tortoise, and the Internet. Internet-only companies carry less organizational baggage. He who pays the piper. The rise and fall of the middleman Internet-based alliances. Despite a faltering of the dot-com sector, the reach of the Internet is bringing more intensified competition just about everywhere. But as market forces play out, as they are now, the old rules regain their currency. The creation of true economic value once again becomes the final arbiter of business success. When, early in , the UK travel ticket organization lastminute. So what lesson is there to learn from all this? Many have argued that the introduction of the Internet into business practices renders the old rules of strategy and competitive advantage obsolete. The winners will be those who view the Internet as a complement to, not a cannibal of, traditional ways of competing. Many of the early Internet pioneers, both the newly-minted dot-coms and those well-established companies seeking an on-line presence, have competed in ways that violate nearly every principle in the strategy rule-book. As Porter puts it: Rather than concentrate on delivering value that earns an attractive price from customers, they have pursued indirect revenues such as advertising and click-through fees. Rather than make trade-offs they have rushed to offer every conceivable product or service. And these choices had little to do with the inherent business potential of the Internet. In fact, when it comes to reinforcing a distinctive strategy, Porter maintains that the Internet provides a better technological platform than any previous generation of IT. For most existing industries and established companies, the Internet rarely cancels out important sources of competitive advantage; if anything, it is more likely to increase the value of those sources. But over time, says Porter, the Internet itself will be neutralised as a source of advantage as soon as all companies begin to embrace its technology. When this happens, we may well see a return to the good old days, and competitive advantages will once again explicitly derive from traditional strengths such as unique products, proprietary content, and distinctive physical activities. Internet technology may be able to fortify those advantages, but it is unlikely to supplant them. The message, then, is clear. Gaining competitive advantage in the post-Internet business world does not require a radically new approach to business; and it certainly does not require the abandonment of classic economic principles that can still offer strategic value in a market place that depends on cutting-edge information technology. No, gaining competitive advantage in the

early years of the twentyfirst century is still reliant on applying proven principles of effective strategy. The significance of the Internet is in how it can impact on these traditional battlegrounds. Here are some examples: The Internet offers huge scope for cost-cutting General Electric now does more business on its own private on-line market place than do all the public B2B exchanges put together. And there is room for more. Low-cost airlines like Go and Ryanair have slashed their costs by using the Internet to dispense with the need for tickets and to cut out travel agents. Even so, very few companies have so far got to grips with the cost-saving potential of the net. However, companies that took to the Internet relatively late and with some caution do not necessarily seem to have suffered; if anything, they seem to have gained from being able to avoid the mistakes and the huge spending of the pioneers. The fate of many Internet retailers has shown that established companies can catch up relatively easily. There is also a strong suggestion that the Internet could well be lowering, not raising, barriers to entry. Internet-only companies carry less organizational baggage The big boys are not having it all their own way. Without question, the Internet is helping to put some small, agile newcomers on a par with large corporations and letting them compete head on with them for new business. Just as Microsoft came from virtually nowhere to usurp the market of mighty IBM, so a few years later Netscape appeared overnight and threatened to undermine the market and the size of Microsoft. Who will be next? And where will they come from? Users of these technologies have 24 hour access to almost everything, everywhere. On the positive side, Internet-based search agents make it possible for these users to track down the cheapest products in seconds, and new Internet-based intermediaries called Infomediaries have created a new form of commerce whereby the buyer sets the price, not the seller. A spooky technical term has been coined for this process: This leads to a more organic and dynamic approach to strategy compared with the traditional approach, which is heavily influenced by the machine metaphor. The demand-driven business model of eBay fundamentally changes the nature of the pricing system and will revolutionize the way companies particularly retailers do business. It facilitates direct exchanges between people who go to its site to list products for sale or to search listings of products for sale. The actual exchange takes place between individuals. Just as the music file-swapping company Napster provides a central file directory that allows individuals to swap songs, eBay provides a central listing that allows individuals to buy and sell merchandise. As with Napster, each network member can act as either distributor or consumer. In essence, eBay makes its money by providing a technology platform that enables users to interact with each other, and then skims money off every transaction. Internet-based alliances The Net and digital media open up new ways to create wealth. Companies like Schwab, eBay, Cisco, MP3 and Linux have transformed the rules of competition in their industries by making revolutionary offerings to their customers. They did not achieve this alone: The rise of the Internet, the ever-increasing speed of change, and the complicated networks within which organizations now conduct business have exposed the limitations of strategic models based on the single business unit using linear and static assumptions. Competence is now seen most often as a function of the collective knowledge available to the whole system – the enhanced network of suppliers, manufacturers, partners, investors and customers. The simple conclusion – strategy has an e-dimension One thing seems certain – the reach of the Internet is bringing more intensified competition just about everywhere. Does all this mean that business will, after all, be the main beneficiary of both the Internet and new technology more broadly? For although there seems to be plenty of scope for cost-cutting, and even for productivity improvements, neither may end up feeding through into greater profits. It is more likely that greater competition, more transparency, and lower barriers to entry may well ensure that the biggest beneficiaries may ultimately be the consumers. Technological doors have opened wide to a new global, electronic economy. But the new economy is not built simply on fast distribution of information. To compete, we have to innovate faster than the next person – who is trying to do the same thing. And of course, the next person could be anywhere, in just about any country in the world. Globalization, which can be defined as the integration of economic activity across national or regional boundaries, has had a mixed press in recent times: John Micklethwait and Adrian Wooldridge, who both work at The Economist, explored the phenomenon of globalization in their recent book A Future Perfect, which they wrote with two explicit aims: In part that means unraveling some of the myths that have been built up about it: Rather than treat globalization as one great co-ordinated movement – or,

even more misleadingly, as an accomplished fact “ we will argue that it should be seen as a series of waves, rather like the industrial revolution. For many economists “ perhaps too many “ that project is too easy to waste time over. Of course globalization makes sense: First, it fails to confront the harsh questions concerning those people who lose on account of globalization, not just economically but socially and culturally. And second, it undersells globalization: Globalization offers the chance to fulfil or at least come considerably closer to fulfilling the goals that classical liberal philosophers first identified several centuries ago and that still underpin Western democracy. In the course of this journey, they explore some of the central issues at the heart of the globalization debate. Can the nation-state survive the politics of interdependence? Should businesses go global and what are the secrets of business success in a global age? Are we creating a winner-take-all society? What should and what can be done about the losers from globalization? It is clear then that globalization, both as a process of international integration and of growing interconnection, is not just a business phenomenon, but also a political, social, and cultural one. And it is a continuing phenomenon. Eric Hobsbawm expresses this well in his book *The New Century: Globalization is not the product of a single action, like switching on a light or starting a car engine. It is a historical process that has undoubtedly speeded up enormously in the last ten years, but it is a permanent, constant transformation. It is not at all clear, therefore, at what stage we can say it has reached its final destination and can be considered complete. This is principally because it essentially involves expanding across a globe that is by its very nature varied geographically, climatically, and historically. This reality imposes certain limitations on the unification of the entire planet. Here are a selection of factors that company strategists may need to bear in mind, depending on the nature and scope of their enterprise: Although sometimes, paradoxically, if you remove barriers, the advantages that come from being based in a particular place, like Silicon Valley or Hollywood, can matter more rather than less. The big faceless corporations will not necessarily rule.*

4: Officers & Directors - American Express Investor Relations

Get to grips with the lexicon of strategy through the Express Exec strategy glossary in this chapter, which also covers:» key concepts;» key thinkers. 70 STRATEGY EXPRESS.

5: Marketing Express | Downtown Santa Barbara, CA

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6: Marketing Express

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The exprofessor of marketing at Harvard Business School is an authority on international marketing and marketing ethics. Quelch has lectured in over 35 countries and advised numerous Fortune companies, including American Airlines, Apple Computer, Coca-Cola, Colgate-Palmolive, Gillette, General Electric, IBM, and Procter & Gamble.

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