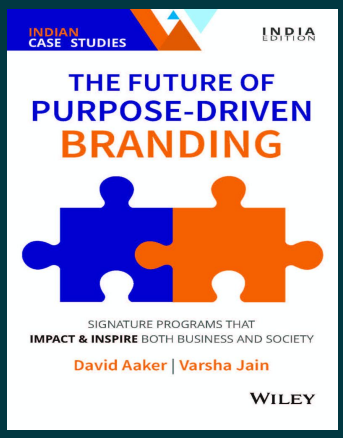
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The Future of Purpose - Driven Branding: Signature Programs that Impact & Inspire Both Business and Society (Indian Edition with Case Studies)

By David Aaker, Varsha Jain

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Description

It’s not enough for companies to make a commitment to reduce energy or have an ad hoc budget for grants and volunteering—the world needs their resources, know-how, and ability to address society’s needs and existential threats...and employees and customers demand it. Branding expert David Aaker and Varsha Jain show a pathway to business and social program leadership through this title of Future of Purpose Driven Branding.

About the Author

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David Aaker, the Vice-Chairman of Prophet (a global consultancy around branding, growth, and strategic transformation) and Professor Emeritus of Marketing Strategy at the Berkeley-Haas School of Business

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