



## Brands with a Conscience: How to Build a Successful and Responsible Brand

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### **Brands with a Conscience: How to Build a Successful and Responsible Brand** From Kogan Page

The definitive expert guide to ethical brand practice from the prestigious Medinge Group, *Brands with a Conscience* dissects the philosophies underpinning sustainable brands to arrive at a set of eight clear guiding attributes which can be used as the foundation of a strategy for responsible growth. These attributes span the public persona of an organization, the actions to take when things go wrong, the effort invested in developing relationships, the promotion of core values and balancing measures of success across economic, human, social and environmental factors. They are then used as the criteria to assess twelve carefully selected case studies, which include Dilmah Tea, H&M, Dr. Hauschka, Merci and the John Lewis Partnership, amongst other leading international brands. Because the potential to have bad practice unmasked or to have successes amplified online is greater than ever, it pays to adopt a strategy that builds customer loyalty and trust.

*Brands with a Conscience* inspires via examples of brands which not only exhibit a genuine desire to operate ethically, but also have seen impressive success in terms of engagement with consumers, reputation, and return on investment. The book includes a range of practical tools to bring together the main concepts in an easy-to-adopt framework for building a brand strategy based upon real world experience. If you are a brand manager or marketing professional seeking a conscientious approach to consumer engagement, then *Brands with a Conscience* will support you every step of the way.

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## **Brands with a Conscience: How to Build a Successful and Responsible Brand From Kogan Page**

### **Bibliography**

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### Editorial Review

#### Review

*"Brands with a Conscience* presents a timely and necessary reflection on how brands should focus to remain competitive and relevant in today's marketplace. The cases and concluding framework showcase what have become the imperative foundations for building brands in a participative market where consumers, more than ever, have control over the identity of a brand. Must read for any student, manager, or entrepreneur trying to contribute in making a better world."

(Francisco Guzman *Co-Editor, Journal of Product and Brand Management*)

"I like that *Brands With a Conscience* build sustainable thinking and doing into their way of being. As a more than 300 hundred years old family business, Berry Bros. & Rudd share this ethos. To be successful over the long term, we know the importance of having a vision of the future, balancing a humanistic approach with commercial realities of running a business, and, critically, being able to know when to change and when to stay the same."

(Geordie Willis, Creative Director *Berry Bros. & Rudd*)

"In an age of understandable scepticism about brands, it is refreshing to see a more rounded view of branding being taken by Sandra Horlings and Nicholas Ind. Being a brand with a conscience isn't another gimmick but should be a way of life for a brand; a recognition that brands can improve our lives. This interesting and varied collection of case studies highlights how deep seated values should be at the core of 21st Century brand management."

(Professor Stuart Roper *Bradford University School of Management*)

#### About the Author

**Nicholas Ind** is an Associate Professor at Oslo School of Management. He is the author of eleven books, including *Living the Brand*, *Beyond Branding*, and *Brand Together* (Kogan Page) and the founding member of the Medinge Group, an international branding think tank.

**Sandra Horlings** is a branding and marketing consultant and specializes in sustainable business development in circular economies. She is a guest lecturer and corporate trainer, and she is the founder of both her own company, Wonderwings, and Wereldmarketeers (World Marketers), a platform for marketers and entrepreneurs to find information and inspiration on the sustainable innovation of marketing.

#### Contributor Bios:

**Malcom Allan**, Co-founder, Placebrands

**Enric Bernal**, Senior faculty member, Center for Creative Leadership (CCL)

**Peter Brown**, Head of Strategy and Development, Eat Club

**Guiseppe Cavallo**, Author and marketer

**Thomas Gad**, Founder, Medinge

**Ava Hakim**, Executive, IBM

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**Cristián Saracco**, Founding partner, Allegro 234

**Nikolaj Stagis**, Founder, Stagis

**Brigitte Stepputtis**, Head of Couture, Vivienne Westwood

**Erika Uffindell**, Director, Global Centre for Conscious Leadership

**Jack Yan**, Publisher, designer, and entrepreneur

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#### **Tim Simmons:**

Do you among people who can't read pleasant if the sentence chained from the straightway, hold on guys this aren't like that. This Brands with a Conscience: How to Build a Successful and Responsible Brand book is readable by simply you who hate those straight word style. You will find the information here are arrange for enjoyable reading through experience without leaving actually decrease the knowledge that want to supply to you. The writer connected with Brands with a Conscience: How to Build a Successful and Responsible Brand content conveys the idea easily to understand by lots of people. The printed and e-book are not different in the written content but it just different as it. So , do you continue to thinking Brands with a Conscience: How to Build a Successful and Responsible Brand is not loveable to be your top listing reading book?

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#### **Bonnie Vassallo:**

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