



The Brand Challenge: Adapting Branding to Sectorial Imperatives

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Edited by leading brand analyst Kartikeya Kompella, *The Brand Challenge* provides a comprehensive and topical examination of the application of branding across a variety of industries, including luxury goods, media and entertainment, pharmaceutical and digital.

Original contributions from many of the world's leading brand experts explain how to build a brand in a specific field and explore how the rules of branding change across industries. They address brand building in the conventional manner, while also looking at the branding innovators who pushed the boundaries in their field.

This book shows how to transfer branding rules from one field to another and gain an understanding of commonalities involved with successfully building brands across industries and markets. Contributors include: Al Ries, Peter Fisk, Allen Adamson, Jean-Noël Kapferer, Jesko Perrey and more.

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