

Secrets of Success in Brand Licensing

Andrew Levy

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in brand licensing



Andrew Levy & Judy Bartkowiak
Foreword by Professor Malcolm McDonald

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Andrew Levy : Secrets of Success in Brand Licensing before purchasing it in order to gage whether or not it would be worth my time, and all praised Secrets of Success in Brand Licensing:

Brand Licensing is the most exciting and inspiring element of the marketing mix, reaching all of us in every product sector from clothing, food, giftware, household, music and publishing to stationery and toys. Brand Licenses can come from a fantastic variety of backgrounds including the arts, design, entertainment, celebrities, online and sport. Whether

you are a brand owner looking to license out your brand or a manufacturer thinking of buying into a license, getting it RIGHT has never been so important. *Secrets of Success in Brand Licensing* is written by Brand Licensing Industry experts, Andrew Levy and Judy Bartkowiak who share their years of practical experience and contacts worldwide to bring you the inside story on today's successful brand licensing campaigns. What is Brand Licensing?; What makes a successful Brand License?; The process of Brand Licensing; The role of key players in Brand Licensing; Promoting your Brand License; Maximising Retail Impact; Keeping up with information and news on Brand Licensing. There is a plethora of successful globally Licensed Brands all competing for a share of retail space. This book is the key to unlocking the inside track on Brand Licensing.