



Brand Action

Excellent companies' brave choices

The author of Good Morning Mr. Brand and Re-Brand presents an engaging guide on how brands can develop from villains to really society changing heroes!

Mirko Nesurini presents another book dedicated to brands; this time the focus of the author is on practices “**behind the scenes**”.

We are used to assess a brand on the basis of what they say they do in terms of **corporate social responsibility**, of the products they advertize and sell on the market and sometimes of the CEO communicative efficiency.

But brand **reputation**, the true and long lasting one, starts **behind the scenes**. What makes a brand a great one **are the initiatives implemented “in the dark”**: buying **child labor free** products, **reducing pollution**, developing **sustainable design** so that products can be reused after their life cycle, preventing crisis, **talking transparently with customers** and activists.

All of it is explained in the text, together with **90 interviews** to professionals of the field, **2 market researches** and many **real cases of companies** that did something to “be better”.

The book can be found in bookstore in Italy
or on the publisher's website: www.hoepli.it

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