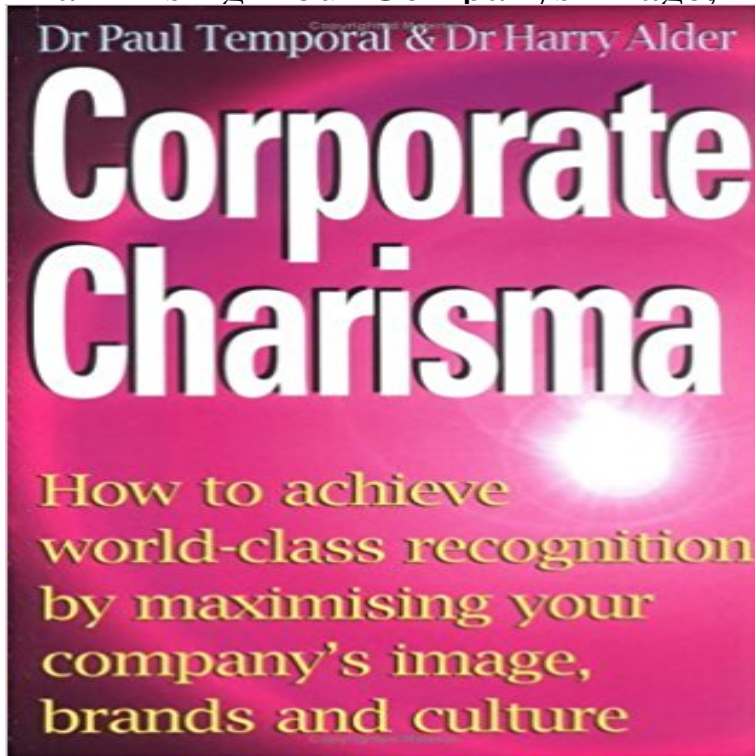


Corporate Charisma: How to Achieve World-Class Recognition by Maximising Your Company's Image, Brands and Culture



Written by Dr. Paul Temporal and Dr. Harry Alder, two experts in creating corporate personality, this accessible and authoritative book provides a step-by-step guide to making your company unique and giving it new vitality and direction. Chapters cover: Vision, mission and values; the psychology of a company; creating corporate charisma; communicating the personality; positioning; brand management; market research; choosing customers through segmentation and market developments. Throughout, Corporate Charisma is packed with simple principles, down to earth actions, explanations, exercises, checklists and a short training programme that you can apply directly to your business, whatever sector you are in, and whatever the size of your company.

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