



Branding Governance: A Participatory Approach to the Brand Building Process

Nicholas Ind, Rune Bjerke

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Branding Governance challenges traditional thinking on brands. Bestselling author Nicholas Ind and cross-cultural communications expert Rune Bjerke expose the flaws in a marketing-led approach to brand-building, and offer in its place a highly-participative, organization-wide process that delivers fulfillment to employees and value to customers.

Drawing on a wide range of sources, they show that the key to a participatory approach is that customers and other external audiences must join managers and employees as active participants in defining and developing the brand. This requires the relationship between organization and customer to be one of trust, respect and authenticity.

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