

# Contents

<b>Foreword</b> .....	<b>V</b>
<b>Preface</b> .....	<b>IX</b>
<b>Acknowledgements</b> .....	<b>XI</b>
<i>Chapter 1</i>	
<b>Being Known or Being One of Many</b> .....	<b>1</b>
<i>Chapter 2</i>	
<b>To Brand or Not to Brand</b> .....	<b>15</b>
2.1 B2B ≠ B2C .....	20
2.2 B2B Brand Relevance .....	34
2.3 Power of the Business Brand .....	50
<i>Chapter 3</i>	
<b>B2B Branding Dimensions</b> .....	<b>65</b>
3.1 Brand Distinction .....	73
3.2 Brand Communication .....	106
3.3 Brand Evaluation.....	123
3.4 Brand Specialties .....	124
<i>Chapter 4</i>	
<b>Acceleration Through Branding</b> .....	<b>157</b>
4.1 Brand Planning .....	160
4.2 Brand Analysis.....	163
4.3 Brand Strategy .....	168
4.4 Brand Building.....	181
4.5 Brand Audit.....	191

*Chapter 5*

<b>Success Stories of B2B Branding .....</b>	<b>207</b>
5.1 FedEx.....	209
5.2 Samsung .....	215
5.3 Cemex .....	224
5.4 IBM.....	232
5.5 Siemens .....	239
5.6 Lanxess.....	246
5.7 Lenovo .....	249
5.8 Tata Steel.....	261

*Chapter 6*

<b>Beware of Branding Pitfalls .....</b>	<b>277</b>
Pitfall No. 1: A Brand Is Something You Own.....	278
Pitfall No. 2: Brands Take Care of Themselves .....	280
Pitfall No. 3: Brand Awareness vs. Brand Relevance.....	282
Pitfall No. 4: Don't Wear Blinders .....	285
Pitfall No. 5: Don't Let Outsiders Do Your Job.....	289

*Chapter 7*

<b>Future Perspective .....</b>	<b>297</b>
7.1 Corporate Social Responsibility .....	299
7.2 Branding in China .....	302
7.3 Design and Branding .....	314
7.4 Lovemarks and Brand Leadership.....	321
<b>About the Authors.....</b>	<b>327</b>
<b>Bibliography.....</b>	<b>331</b>
<b>Company and Brand Index .....</b>	<b>343</b>
<b>Subject Index.....</b>	<b>351</b>