



# Unique Now...or Never: The Brand is the Company Driver in the New Value Economy

*Jesper Kunde*

Download now

[Click here](#) if your download doesn't start automatically

# **Unique Now...or Never: The Brand is the Company Driver in the New Value Economy**

*Jesper Kunde*

## **Unique Now...or Never: The Brand is the Company Driver in the New Value Economy** Jesper Kunde

"Let Kunde get into your mind, and you may just end up getting into your customer's mind! "A bravura performance from the undisputed Maestro of value positioning." Tom Peters, Palo Alto." "Kunde, whose "Corporate Religion" has been a bestseller since 1997, is probably the best brand guru in Europe. This is an elegantly written production that clarifies the enormous task facing business. "You must have either a unique product, a unique shop, a unique service or a unique brand. If you have none of these you will vanish". " Book of the Week, The Sunday Times" Our parents valued products. Tangible, measurable, reassuringly solid things. Today, products are almost indistinguishable. Our generation of consumers focuses on attitude, emotional content and immaterial value. If you want to sell me a power drill, don't tell me how many watts the engine is; tell me how good I'll feel when a set of shelves I've put up stays up. This is the new value economy. Value differentiation is a crucial factor for success and the question on everybody's mind is simple: How do I stand out in the turmoil? What does it take to be unique? First you have to change your mindset. Always front a company with the brand - never ever the product. Understanding the power of a unique brand gives value-driven companies an advantage in the market. "Unique, Now or Never" sets out four new tools for companies in the new value economy to achieve that advantage. So ask yourself Do you have a unique company? If not - then change it Do you work in a unique company? If not - then find one Do you have a unique culture? If not - then build one



[Download Unique Now...or Never: The Brand is the Company Driver ...pdf](#)



[Read Online Unique Now...or Never: The Brand is the Company Drive ...pdf](#)

**Download and Read Free Online Unique Now...or Never: The Brand is the Company Driver in the New Value Economy Jesper Kunde**

---

## **Download and Read Free Online Unique Now...or Never: The Brand is the Company Driver in the New Value Economy Jesper Kunde**

---

### **From reader reviews:**

#### **Lori Hunt:**

The book with title Unique Now...or Never: The Brand is the Company Driver in the New Value Economy possesses a lot of information that you can understand it. You can get a lot of gain after read this book. This kind of book exist new know-how the information that exist in this reserve represented the condition of the world now. That is important to you to know how the improvement of the world. This specific book will bring you inside new era of the syndication. You can read the e-book on your own smart phone, so you can read it anywhere you want.

#### **Janet Huynh:**

Reading can called imagination hangout, why? Because while you are reading a book especially book entitled Unique Now...or Never: The Brand is the Company Driver in the New Value Economy your thoughts will drift away through every dimension, wandering in every single aspect that maybe not known for but surely will end up your mind friends. Imaging every single word written in a guide then become one form conclusion and explanation this maybe you never get ahead of. The Unique Now...or Never: The Brand is the Company Driver in the New Value Economy giving you another experience more than blown away your brain but also giving you useful information for your better life within this era. So now let us demonstrate the relaxing pattern this is your body and mind are going to be pleased when you are finished studying it, like winning a sport. Do you want to try this extraordinary shelling out spare time activity?

#### **Robert Russell:**

On this era which is the greater particular person or who has ability to do something more are more precious than other. Do you want to become among it? It is just simple solution to have that. What you are related is just spending your time almost no but quite enough to get a look at some books. Among the books in the top listing in your reading list will be Unique Now...or Never: The Brand is the Company Driver in the New Value Economy. This book which is qualified as The Hungry Hills can get you closer in turning out to be precious person. By looking right up and review this e-book you can get many advantages.

#### **Annamarie Hernandez:**

What is your hobby? Have you heard that will question when you got learners? We believe that that question was given by teacher to their students. Many kinds of hobby, Everybody has different hobby. And you know that little person including reading or as reading through become their hobby. You have to know that reading is very important as well as book as to be the issue. Book is important thing to add you knowledge, except your teacher or lecturer. You will find good news or update regarding something by book. Many kinds of books that can you choose to adopt be your object. One of them are these claims Unique Now...or Never: The Brand is the Company Driver in the New Value Economy.

**Download and Read Online Unique Now...or Never: The Brand is the Company Driver in the New Value Economy Jesper Kunde #A985DB3VWTZ**

# **Read Unique Now...or Never: The Brand is the Company Driver in the New Value Economy by Jesper Kunde for online ebook**

Unique Now...or Never: The Brand is the Company Driver in the New Value Economy by Jesper Kunde Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Unique Now...or Never: The Brand is the Company Driver in the New Value Economy by Jesper Kunde books to read online.

## **Online Unique Now...or Never: The Brand is the Company Driver in the New Value Economy by Jesper Kunde ebook PDF download**

**Unique Now...or Never: The Brand is the Company Driver in the New Value Economy by Jesper Kunde Doc**

**Unique Now...or Never: The Brand is the Company Driver in the New Value Economy by Jesper Kunde MobiPocket**

**Unique Now...or Never: The Brand is the Company Driver in the New Value Economy by Jesper Kunde EPub**