

The Meaningful Brand: How Strong Brands Make More Money By Nigel Hollis

By Nigel Hollis

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Video: ' Meaningful' brands, differentiation and -

Video: Nigel Hollis, chief global analyst at Millward Brown and author of Brand Premium: How

<https://www.marketingmag.com.au/hubs-c/video-meaningful-brands-differentiation-and-price-premiums-nigel-hollis-millward-brown/>

Millward Brown Saudi Arabia - The Meaningful Brand -

Dec 19, 2013 TAKE YOUR BRAND FROM GOOD TO GREAT Discover how to create a brand that makes more money . brands are more meaningful with Nigel Hollis nigel

<http://www.slideshare.net/MillwardBrown/millward-brown-saudi-arabia-the-meaningful-brand-nigel-hollis>

Brand Premium - ..www.millwardbrown.com -

How Smart Brands Make More Money. to identify a brand s meaningful difference and focus on amplifying and extensions that Nigel Hollis

<http://www.millwardbrown.com/global-navigation/insights/published-books/brand-premium>

A million and one ways to make a brand meaningful -

Jul 29, 2015 or buzz, says Nigel Hollis, is the subject of Hollis's new book, *The Meaningful Brand*. A brand ought to make its money by

<http://www.research-live.com/features/a-million-and-one-ways-to-make-a-brand-meaningful/4010761.article>

Interview with Nigel Hollis, Chief Global Analyst, -

Sep 10, 2014 How Smart Brands Make More Money. Nigel Hollis presents some of the ideas collected in his recently published book *Brand Premium*,

<http://www.youtube.com/watch?v=W4eXgm7yB5w>

Winner Edition 2014 - Marketing Book of The Year -

The Meaningful Brand. How Strong Brands make More Money. Nigel Hollis.

Why do consumers pay a premium price for a brand? Is it better quality, the look and feel, or

<http://www.marketingbookoftheyear.org/and-the-winner-is/winner-2014>

The Difference That Meaning Makes - ASIA RESEARCH -

The Difference That Meaning Makes. but encompasses all aspects of the whole brand journey. Nigel Hollis writes in *How Strong Brands Make More Money* by Nigel

<http://asia-research.net/2014/02/the-difference-that-meaning-makes/>

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<http://www.barnesandnoble.com/w/the-meaningful-brand-nigel-hollis/1114591166?ean=9780230342262>

Marketing's Mission: Make it Meaningfully -

Marketing's Mission: Make it Meaningfully Different. Nigel Hollis; October 25, 2013. SAVE; SHARE; His newest book is *The Meaningful Brand: How Strong Brands*

<https://hbr.org/2013/10/marketing-s-mission-make-it-meaningfully-different/>

Millward Brown's Nigel Hollis on how smart brands -

Millward Brown's Nigel Hollis on how You talk about the need for a brand to be meaningful but what The subtitle is how smart brands make more money

<http://stoppress.co.nz/opinion/millward-browns-nigel-hollis-how-smart-brands-make-more-money>

Meaningful Brand: How Strong Brands Make More -

Why do consumers pay a premium price for a brand? Is it better quality, the look and feel, or is it the brand's social standing? Author Nigel Hollis believes <http://800ceoread.com/products/meaningful-brand-nigel-hollis-english>

Miracle Whip, Marmite, and the Love-It-or-Hate-It -

Miracle Whip, Marmite, and the Love-It-or-Hate-It Nigel Hollis is Executive Vice President His newest book is The Meaningful Brand: How Strong Brands Make More <https://hbr.org/2011/03/miracle-whip-marmite-and-the-/>

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<http://www.amazon.com/The-Meaningful-Brand-Strong-Brands/product-reviews/0230342264>

Nigel Hollis (Author of The Global Brand) -

Nigel Hollis is the author of The Global Brand (published 2008), The Meaningful Brand (4.00 avg rating, 6 ratings register; tour; sign in Nigel Hollis s http://www.goodreads.com/author/show/2783754.Nigel_Hollis

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<http://www.worldcat.org/title/meaningful-brand-how-strong-brands-make-more-money/oclc/828246081>

Branding makes a real difference, says marketing -

Branding expert Nigel Hollis reveals how UAE Branding makes a real difference, says marketing guru Nigel The Meaningful Brand: How Strong Brands Make More

<http://www.thenational.ae/business/industry-insights/the-life/branding-makes-a-real-difference-says-marketing-guru-nigel-hollis>

Brand Premium - Nigel Hollis - Bok -

How Smart Brands Make More Money. And marketers focus on plan execution rather than creating meaningful "With Brand Premium, Nigel Hollis applies his <http://www.bokus.com/bok/9781137279910/brand-premium/>

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The Meaningful Brand How Strong Brands Make More Money. Here, brand expert Nigel Hollis Bli f rst att betygsta och recensera boken The Meaningful Brand

<http://www.bokus.com/bok/9780230342262/the-meaningful-brand/>

BOOK REVIEW: The meaningful brand | -

Sir Martin Sorrell's quote on the back cover of The Meaningful Brand is a author Nigel Hollis offers one of the most Make sure it's strong and clear

<http://www.b2bmarketing.net/knowledgebank/branding/features/book-review-meaningful-brand>

Brand loyalty > Brands and branding | warc.com -

This article reviews and summarises the book 'The Meaningful Brand: How strong brands make more brands make more money', by Nigel Hollis. Brands and branding.

<http://www.warc.com/Pages/Taxonomy/Results.aspx?SubjectRef=268&Filter=All>

Inspector Insight The Difference That Meaning -

The Difference That Meaning Makes. The difference must of course be meaningful How Strong Brands Make More Money by Nigel Hollis.

<http://www.inspectorinsight.com/branding/the-difference-that-meaning-makes/>

Value Drivers - ..ww.millwardbrown.com -

How Smart Brands Make More Money, by Nigel Hollis, you need to make the brand more consumers that a brand is meaningful, different, and salient, strong

<http://www.millwardbrown.com/global-navigation/insights/published-books/brand-premium/value-drivers>