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KIA MOTORS AMERICA BRAND TAGLINE GUIDELINES

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The investments that Kia is making in future mobility, design, product and capacity are creating strong foundations for a bright future for Kia’s brand and business.

Brand Identity | Brand Vision | Brand | PR KIA

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Brand Real is designed as a handbook for startup entrepreneurs. It covers a variety of topics startup entrepreneurs need to know about in order to achieve success. The guiding idea of Brand Real is that successful brands must be built on reality: products and services that deliver real value to your customers, and ways of doing business that reflect your personal values as an entrepreneur and the values of your enterprise and its people. Brand Real gives an in-depth account of branding, which is a crucial factor in the success of any startup. Skillful branding is needed to establish your identity in the marketplace and to demonstrate the value of your products and services to your potential customers. A major part of Brand Real investigates the strategy and tactics of successful branding, explaining what works and why, based on the deep expertise of long-time experts in the field.

Shift your strategy downstream. Why do your customers buy from you rather than from your competitors? If you think the answer is your superior products, think again. Products are important, of course. For decades, businesses sought competitive advantage almost exclusively in activities related to new product creation. They won by building bigger factories, by finding cheaper raw materials or labor, or by coming up with more efficient ways to move and store inventory—and by inventing exciting new products that competitors could not replicate. But these sources of competitive advantage are being irreversibly leveled by globalization and technology. Today, competitors can rapidly decipher and deploy the recipe for your product’s secret sauce and use it against you. “Upstream,” product-related advantages are rapidly eroding. This does not mean that competitive advantage is a thing of the past. Rather, its center has shifted. As marketing professor Niraj Dawar compellingly argues, advantage is now found “downstream,” where companies interact with customers in the marketplace. Tilt will help you grasp the global nature of this downstream shift and its profound implications for your strategy and your organization. With vivid examples from around the world, ranging across industries and sectors, Dawar shows how companies are reorienting their strategies around customer interactions to create and capture unique value. And he demonstrates how, unlike product-related advantage, this value is cumulative, continuously building over time. In an increasingly customer-centered world marketplace, let Tilt serve as your guide to shifting your strategy downstream—and achieving enduring competitive advantage.

The car - once everybody’s dream and a key status symbol in most countries and cultures - has been extensively questioned in the last decades and in the last few years particularly. Urbanisation, traffic congestion, pollution problems, heavy reliance on scarce oil supplies, safety issues and ever-growing competition, have all provided significant business challenges for the automotive industry. Many car manufacturers have had to fundamentally rethink their design, brand and marketing strategies to thrive in a savvy, consumer-led culture, and markets that are becoming increasingly restrictive in size and opportunity. Auto Brand provides a roadmap to branding and marketing success in the automotive industry from a leading industry expert and features: • Case studies on major car brands personally conducted by the author including: Audi, BMW, Holden, Mercedes-Benz, Opel, Porsche, Saab, Seat, Skoda, Vauxhall, Volkswagen, and Volvo • The findings from 100 interviews conducted with CEOs, marketing managers, sales managers, sales people, after sales managers at all levels from the manufacturer level to small rural dealers, as well as industry experts, policy makers, free-stranding repair shops and professional organizations • The results of a new international study on car buyer behaviour based on 4,700 survey answers Auto Brand is essential reading for marketing managers, sales managers, CEOs, development managers and dealers in all types of companies in the car industry including: manufacturers, national sales companies/importers, dealers, finance companies, insurance companies, free-standing repair shop channels and more. The first book to specifically address how to deal with the challenges facing the automotive industry it illustrates how companies can take advantage of new technologies, adapt to emerging trends in consumer behaviour, improve profitability and build even more successful brands in the future.

With contributions from leading brand experts around the world, this valuable resource delineates the case for brands (financial value, social value, etc.) and looks at what makes certain brands great. It covers best practices in branding and also looks at the future of brands in the age of globalization. Although the balance sheet may not even put a value on it, a company’s brand or its portfolio of brands is its most valuable asset. For well-known companies it has been calculated that the brand can account for as much as 80 percent of their market value. This book argues that because of this and because of the power of not-for-profit brands like the Red Cross or Oxfam, all organisations should make the brand their central organising principle, guiding every decision and every action. As well as making the case for brands and examining the argument of the anti-globalisation movement that brands are bullies which do harm, this second edition of Brands and Branding provides an expert review of best practice in branding, covering everything from brand positioning to brand protection, visual and verbal identity and brand communications. Lastly, the third part of the book looks at trends in branding, branding in Asia, especially in China and India, brands in a digital world and the future for brands. Written by 19 experts in the field, Brands and Branding sets out to provide a better understanding of the role and importance of brands, as well as a wealth of insights into how one builds and sustains a successful brand.

Modern cars are more computerized than ever. Infotainment and navigation systems, Wi-Fi, automatic software updates, and other innovations aim to make driving more convenient. But vehicle technologies haven’t kept pace with today’s more hostile security environment, leaving millions vulnerable to attack. The Car Hacker’s Handbook will give you a deeper understanding of the computer systems and embedded software in modern vehicles. It begins by examining vulnerabilities and providing detailed explanations of communications over the CAN bus and between devices and systems. Then, once you have an understanding of a vehicle’s communication network, you’ll learn how to intercept data and perform specific hacks to track vehicles, unlock doors, glitch engines, flood communication, and more. With a focus on low-cost, open source hacking tools such as Metasploit, Wireshark, Kayak, can-utils, and ChipWhisperer, The Car Hacker’s Handbook will show you how to: –Build an accurate threat model for your vehicle –Reverse engineer the CAN bus to fake engine signals –Exploit vulnerabilities in diagnostic and data-logging systems –Hack the ECU and other firmware and embedded systems –Feed exploits through infotainment and vehicle-to-vehicle communication systems –Override factory settings with performance-tuning techniques –Build physical and virtual test benches to try out exploits safely If you’re curious about automotive security and have the urge to hack a two-ton computer, make The Car Hacker’s Handbook your first stop.

Library Marketing Basics is an accessible, step-by-step, easy to understand, and “hands on” resource for any librarian who is interested in learning basic marketing tips to raise the profile of their library. It is designed for beginners who are new to library marketing.

The Emily Post Institute, the most trusted brand in etiquette, tackles the latest issues regarding how we interact along with classic etiquette and manners advice in this updated and gorgeously packaged edition. Today’s world is in a state of constant change. But one thing remains year after year: the necessity for good etiquette. This 19th edition of Emily Post’s Etiquette offers insight and wisdom on a variety of new topics and fresh advice on classic conundrums, including: Social media Living with neighbors Networking and job seeking Office issues Sports and recreation Entertaining at home and celebrations Weddings Invitations Loss, grieving, and condolences Table manners While they offer useful information on the practical—from table settings and introductions to thank-you notes and condolences—the Posts make it clear why good etiquette matters. Etiquette is a sensitive awareness of the feelings of others, they remind us. Ultimately, being considerate, respectful, and honest is what’s really important in building positive relationships. "Please" and "thank you" do go a long way, and whether it’s a handshake, a hug, or a friend request, it’s the underlying sincerity and good intentions behind any action that matter most.

The instant New York Times and USA Today bestseller! Change when you eat and change your body, your health, and your life! Diets don't work. You know you know that, and yet you continue to try them, because what else can you do? You can Fast. Feast. Repeat. After losing over eighty pounds and keeping every one of them off, Gin Stephens started a vibrant, successful online community with hundreds of thousands of members from around the world who have learned the magic of a Delay, Don't Deny® intermittent fasting lifestyle. Fast. Feast. Repeat. has it all! You'll learn how to work a variety of intermittent fasting approaches into your life, no matter what your circumstances or schedule. Once you've ignited your fat-burning superpower, you'll get rid of "diet brain" forever, tweak your protocol until it's second nature, and learn why IF is a lifestyle, not a diet. Fast. Feast. Repeat. is for everyone! Beginners will utilize the 28-Day FAST Start. Experienced intermittent fasters will strengthen their intermittent fasting practice, work on their mindset, and read about the latest research out of top universities supporting intermittent fasting as the health plan with a side effect of weight loss. Still have questions? Gin has you covered! All of the most frequently asked intermittent fasting questions are answered in the exhaustive FAQ section.

“ONE OF THE BEST BOOKS I’VE READ IN RECENT YEARS. THOUGHT PROVOKING, IMAGINATIVE AND PACKS A HELL OF AN EMOTIONAL PUNCH.” —Adrian Tchaikovsky, author of Children of Time From one of the most imaginative writers of her generation comes an extraordinary vision of the future... Ven was once a holy man, a keeper of ancient archives. It was his duty to interpret archaic texts, sorting useful knowledge from the heretical ideas of the Burning Age—a time of excess and climate disaster. For in Ven's world, such material must be closely guarded so that the ills that led to that cataclysmic era can never be repeated. But when the revolutionary Brotherhood approaches Ven, pressuring him to translate stolen writings that threaten everything he once held dear, his life will be turned upside down. Torn between friendship and faith, Ven must decide how far he's willing to go to save this new world—and how much he is willing to lose. “A riveting tale of subterfuge and deadly self-indulgence” (Publishers Weekly, starred review) from award-winning author Claire North, Notes from the Burning Age puts dystopian fiction in a whole new light. Also by Claire North: The First Fifteen Lives of Harry August Touch The Sudden Appearance of Hope The End of the Day 84K The Gameshouse The Pursuit of William Abbey