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One Hard Question: The secret behind the world's biggest brands

Mr Mark Artus

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This book is an attempt to explain how great brands came into being and how companies and individuals can produce great brands today. Our premise it that all these successes involved asking One Hard Question. The only way to find the right answer was to ask the right question in the first place. Of course not all the examples discussed in the book are successes, but there’s much to be learned from these too. The book will be of interest whether you’re a marketing executive, an agency person (of whatever ilk) or a student. Or just someone who’d like to understand a bit more about the brand-centric universe we live in.

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