



Recognise Me: Branding

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This richly illustrated and informative book is more than a book about brands. Ken Cato reviews the learnings across 45 years of building, extending and conceiving brands from around the world. With first-hand experience in working cross-culturally in more than 100 countries, the author's insights, strategy and design thinking that drives brand identity goes to the heart of common and unique issues confronting both small and large organizations. Using real-life case studies from Cato Brand Partners, this highly anticipated volume offers approaches, solutions and ways in which corporations are trying to answer the common question 'Recognise Me?'. This contemporary look at some of the key drivers behind a company's success is a must-have for any business, be it start-up or well-established firm.

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