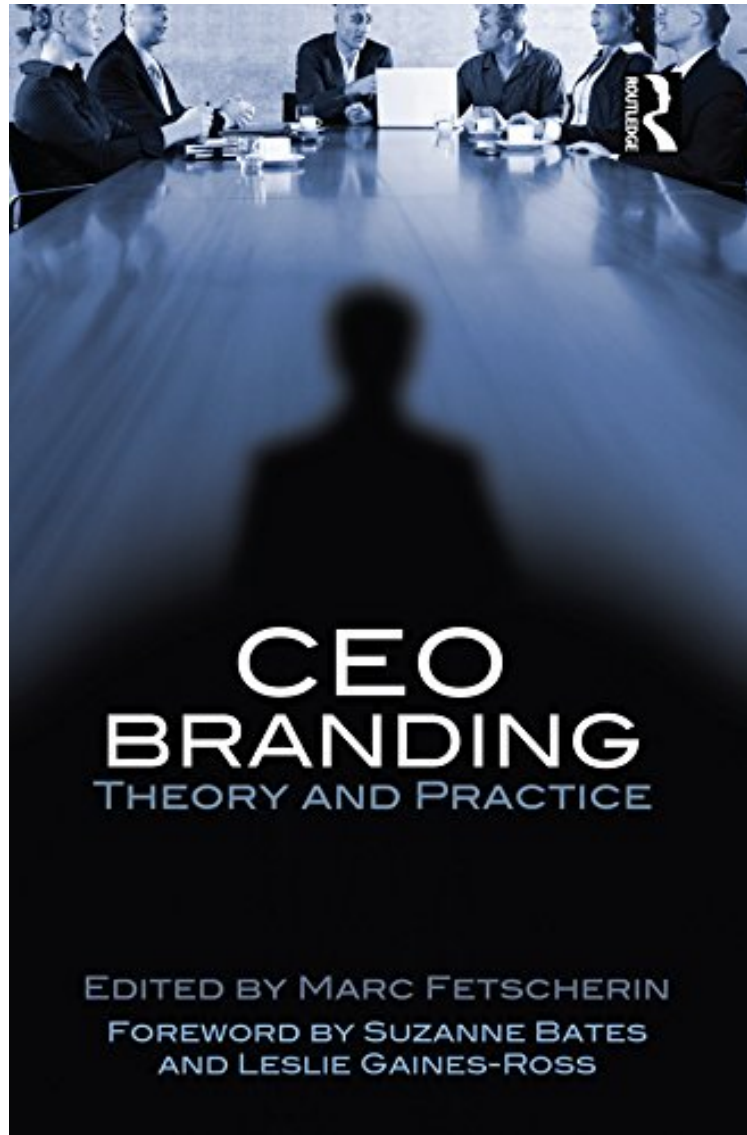


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## CEO Branding: Theory and Practice

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**From Routledge : CEO Branding: Theory and Practice** before purchasing it in order to gage whether or not it would be worth my time, and all praised CEO Branding: Theory and Practice:

CEO Branding advances our understanding of the importance and impact that CEOs have on companies. In recent years, there has been a growing body of interdisciplinary literature on this powerful aspect of branding, and Fetscherin has invited a leading panel of international scholars and practitioners to contribute original chapters in their area of

expertise. The book introduces the concept of the CEO as a brand, and outlines the "4Ps" of this branding mix: the CEO (person), personality, prestige (reputation), and performance. It discusses the CEO branding process, and demonstrates the many ways in which this "human brand" affects the company in financial terms (such as performance, profit, and stock returns), as well as non-financial terms (reputation, trust, and firm strategy). The book also includes "lessons learned" and many examples that illustrate how companies can measure and manage the CEO brand. This comprehensive, authoritative volume will give students, researchers, marketing and communication managers, and CEOs themselves a thorough understanding of all aspects of the CEO brand. A must read for any CEO who is serious about developing, managing and measuring their own brand. For more information, visit [www.ceobranding.org](http://www.ceobranding.org)

The book provides a valuable contribution to our understanding and practice of CEO branding. Its structure consists of neat "packets," i.e., chapters written by experts who have demonstrated in their own work how to concisely deliver a potentially complex message, such as the CEO as a brand. Using this format, Marc Fetscherin has made this book into a valuable tool for retaining the gems within so they don't get lost, missed or forgotten in our minds. Suzanne Bates, CEO of Bates Communications; Author of best-selling books: *Speak Like a CEO*, *Motivate Like a CEO*, and *Discover Your CEO Brand*; *CEO Branding: Theory and Practice* is THE definitive book on CEO branding. The world's leading experts on CEO reputation and image share their knowledge. A must read for all CEOs, aspiring executives, and scholars interested in understanding how CEOs build their brands and shape corporate success. John Cadogan, Professor of Marketing, Loughborough University, UK; Editor-in-Chief, *International Marketing Branding*, including branding of CEOs, is one of those things that almost all marketers claim to understand, yet almost none have the same definition. Marc Fetscherin's excellent collection, and his 4P structural perspective, do much to standardize the meaning, assessment, and utility of CEO branding. Paul Conner, CEO (Chief Emotive Officer), Emotive Analytics, USA; Professor Fetscherin has chosen to put together a much needed overview of the field such as CEO Branding. This work adds a measure of order to a rapidly expanding subject that has been crying out for systemization and is a major contribution to the study of CEOs as a discipline capable of serious scholarship. The book *CEO Branding* provides a roadmap for those interested in better understanding the complex role of the CEO today and the impact of CEOs on firm performance and destiny. Leslie Gaines-Ross, Chief Reputation Strategist at Weber Shandwick, USA; Author of best-selling book: *CEO Capital*; CEO branding is becoming a necessity in today's 'digital age' where companies begin to realize the importance of having their face represented on social media and engage with various stakeholders. The book 'CEO Branding' provides a useful and invaluable guide for CEO's how to behave and interact with the different constituencies. It provides the essential toolkit for CEO's wanting to leave a mark in today's entrepreneurial environment. Daniel Kuuml;ng, CEO, Switzerland Global Enterprise, Switzerland; About the Author: Marc Fetscherin is an Associate Professor of International Business and Marketing at Rollins College, USA. Prior to his academic career, he was a consultant at McKinsey Company and CEO of Bonfort SA, a small Swiss-based luxury goods company. He has published three edited books, multiple book chapters, and numerous journal articles. His most recent book is an edited collection on *Consumer Brand Relationships*, also published by Routledge. For more information, visit [www.fetscherin.com](http://www.fetscherin.com).