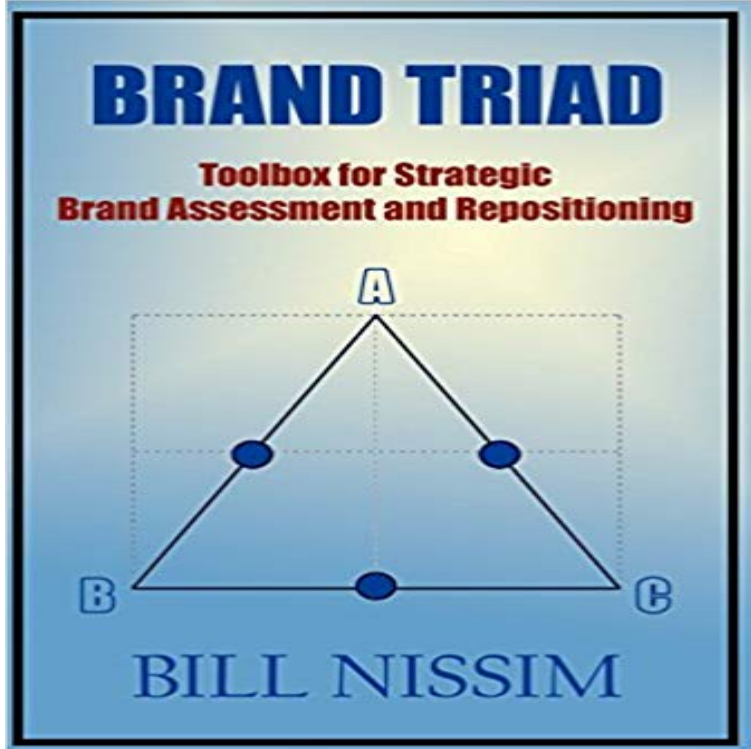


Brand Triad: Toolbox for Strategic Brand Assessment and Repositioning



Organizations of all kinds forge their brands strategic trajectory on a daily basis, whether consciously or unintentionally. This occurs through deliberate planning and execution, chastening of market fads, or response to a competitive threat. Whatever the root cause, a direction emerges and the consequences unveil themselves somewhere along the brands journey. The primary value of the Brand Triad Model is that of a strategic assessment and repositioning tool for business managers and marketers alike. This is, by no means, a silver bullet axiom for all business ailments. The real value lies in the discovery and recognition process to uncover your brands current state. In a world that moves at breakneck speeds, parsing out time to step back and take stock of your business and future direction is not only important, but healthy.

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