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COMMERCIAL AIRPLANE DIVISION
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Boeing Brand Manual

Joacim Rocklöv



Boeing Brand Manual:

Managing Brand Transgressions Shailendra Pratap Jain, Shalini Sarin Jain, 2024-07-22 Finalist in the Marketing Branding category of the Goody Business Book Awards 2024 Boeing Max 737's twin crashes Volkswagen's Dieselgate scandal worms in Cadbury's chocolates cyanide in Tylenol the MeToo movement In the past 24-48 hours chances are you have read about a brand believed to have transgressed in some part of the world These and other transgressions real or perceived plague company brands and as in the case of the MeToo movement human brands routinely and globally And they often come with serious consequences consumer injury billions of dollars in recovery and restitution legal nightmares bankruptcy and damage to the brand Despite their universal prevalence negative outcomes and the justified media frenzy around their occurrence in depth thorough and critical reflections on brand transgressions are scarce Consequently barring the lens of some quick fix solution managers lack a precise understanding of how to handle such potentially explosive situations *Managing Brand Transgressions 8 Principles to Transform Your Brand* presents over 25 case studies of brands like Boeing Cadbury Dolce Gabbana Fox News Maggi Starbucks Stolichnaya Vodka and Tylenol in countries such as USA China India UK Germany Italy Japan and Latvia Through these real life stories the book captures a snapshot of approximately 50 years of company responses to crises some successful some not caused by brand transgressions Most importantly it provides managers with a roadmap of eight principles that companies must use to turn transgressions into opportunities and transform their brands from inside out Thoroughly researched gripping and provocative this book can guide a brand not only through its crisis but prevent it from becoming a dinosaur

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