



Brand Stretch: Why 1 in 2 Extensions Fail, and How to Beat the Odds

David Taylor

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Stretching the Brand offers practical and actionable advice on how to extend successful brands into new areas without losing sight of the value of the original brand itself. Examples of brand stretching include Dove soap, which has now been extended to the shampoo and deodorant markets. This book presents a single-minded focus on brand stretching that covers topics not found anywhere else, such as how to launch brand extensions and support them.

Stretching the Brand will help companies increase their chances of winning by looking at the lessons learnt from both successes and failure in brand stretching. It provides the tools and techniques to stretch a brand successfully.

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