



Waking the Giant: Revitalising the Mature Brand

Peter Steidl

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Brand maturity is *not* inevitable.

Waking the Giant challenges current thinking and practice when it comes to achieving growth with mature brands.

This book convincingly demonstrates that the challenge of revitalising a mature brand is just as exciting -- and requires just as much ingenuity and innovation -- as launching a new brand.

While major mature brands still dominate many categories, margins and growth opportunities are often less than exciting. The critical question is: milk the brand, or revitalise? And, just as important: is your organisation fully committed to, and able to deliver on, your chosen strategy?

Inside you'll discover:

- the merits of revitalisation and milking strategies, and how to choose between them
- how to renew positive differentiation for a mature brand
- how to implement a revitalisation strategy and eliminate outdated work practices that could ruin your plan
- how to align your revitalisation strategy with the consumers' and industry sector's evolutionary trends.

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