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With insightful advice, anecdotes and tips from leading brand licensing professionals, household names like Coca-Cola and Disney, senior marketers and inspiring individuals, Canalicchio has created a measured and proven "Think Big, Get Big" framework to truly help your brand first expand, grow successfully, and ultimately thrive.

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Expand, Grow, Thrive: 5 Proven Steps to Turn Good Brands into Global Brands through the LASSO Method by Pete Canalicchio English | February 22nd, 2018 | ASIN: B075QKQWC, ISBN: 1787437825 | 246 pages | EPUB | 2.91 MB Using powerful storytelling and unique access to the personal perspectives of top-flight marketers who have developed truly world-class business growth programs, Pete Canalicchio shows us how successful marketers have extended and expanded their brands, and the challenges they ...

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Canalicchio, a brand expansion and licensing strategist, outlines five steps to growing a brand through the LASSO (lateral, addictive, storied, scalable, and own-able) framework: laterally expanding the brand beyond its operating sector into wider life categories, making the brand addictive, using stories, making the brand scalable, and knowing what the brand owns and protecting ownership.

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Expand, grow, thrive : 5 proven steps to turn good brands into global brands through the LASSO method. [Pete Canalicchio] -- In this call-to-arms for marketers struggling to hit their growth targets, brand licensing expert Pete Canalicchio explores what needs to be done to consistently and sustainably convert consumer ...

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