

DUANE E. KNAPP



THE
BRANDPROMISE[®]

How Costco, Ketel One, Make-A-Wish, Tourism
Vancouver, & Other Leading Brands Make and Keep
the Promise That Guarantees
SUCCESS!

FOREWORD BY **ORIN SMITH,**
FORMER **PRESIDENT OF STARBUCKS**

"Genuine Brands understand the importance of a real promise and they deliver it one customer at a time."

—Craig Hall, Chairman, Hall Wines

"Every Brand needs to answer the fundamental question, 'What's our promise?' Then it should measure the delivery. The BrandPromise provides the right strategy."

—Warren Bryant, Chairman, President, and Chief Executive Officer,
Longs Drug Stores

"Trust is essential for a successful brand; this book clearly explains how to build and keep it."

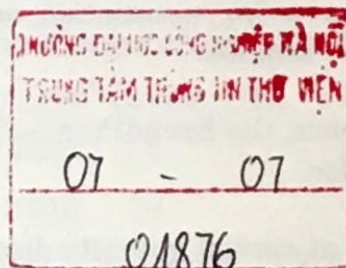
—Tony Simons, Associate Professor, Cornell University and the author of
The Integrity Dividend

"Duane Knapp's BrandPromise Philosophy has changed the way I view the consumer/company relationship and has also changed the way I do business."

—Mike Webber, Motion Picture Producer; President, Nightfly Entertainment. Ltd.;
and Vice President, MainSail Productions

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For readability and ease of reference, the BrandPromise® methodology is referred to alternatively as *promise*.

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