Category

Strategy

Brand, Reputation & Thought Leadership Strategy Playbook

Managing brand and reputation as strategic assets with their own investment logic, not just a marketing budget line

- Executive
- Intermediate
- Template Included

- Mithun A. Sridharan

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- 4 minute(s)

Overview

A framework for treating brand equity, reputation, and thought leadership as strategic assets — with their own measurement, investment, and protection logic — connected explicitly to competitive strategy.

Isn't brand strategy just marketing's job?

Marketing executes brand strategy day to day, but the underlying question — how much brand equity and reputation genuinely contribute to competitive advantage, and where to invest to protect or build them — is a strategic decision that belongs at the leadership level, informing what marketing then executes.

How is reputation different from brand?

Brand is what you actively build and communicate; reputation is the accumulated judgment of stakeholders based on actual behavior over time. A strong brand can be undermined by a weak reputation, and this playbook treats both as distinct, related strategic assets.

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Author

Mithun A. Sridharan Thought Leader

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