

## Media Coverage

Country	Date	Publication
Croatia	2008	Press Clippings

## Book SUPERBRANDS Croatia 2008

### Read more:

Release for 2008 SUPERBRANDS Croatia Books! (I have a release for 2009 in another ad). The book is a hard-liner, high quality glossy paper, practically as new.

Possible personal download in Zagreb or by sending in advance (Printing) or by arrangement.

This unique book combines and honors the strongest brands in Croatia. Superbrands books are released in more than 73 countries. The organization is there to reward outstanding performance in branding. Superbrands are not just promotional names. Initially, you can work on a name or trademark but over time gain a unique personality that makes them recognizable in the overwhelming market.

Excellence, brilliant design, authenticity and communication will be the basis of leading brands in the future. Creating intense and unique experiences of a product, constantly evolving consumer relationships, is a key strategy for survival in the market.

The Croatian Superbrands Council, made up of leading experts from various fields of media, marketing, communications and industry, selects each year the strongest brands in Croatia.

This book presents a choice for 2008, each brand being featured on two color pages.

Tags: economy, marketing, business, superbrands, brands, branding, branding

<https://www.njuskalo.hr/strucna-literatura/superbrands-hrvatska-2008-oglas-12468471>