

4.2

Brand, image and culture

Some large companies 'brand' themselves by creating an image which many people recognise. This brand helps customers to identify and remember the company and its products. Brands can be related to the culture of the company, but brand, image and culture are not always closely linked.

- 1 From the list of companies below, choose one you know reasonably well. Identify the characteristics which most help to identify its culture and develop its brand image. The list of characteristics may be useful.

Companies

Jack Daniels	IKEA
IBM	Gucci
BP Amoco	Ericsson
Levi	Fabergé
Cisco Systems	Zanussi
Monsanto	Microsoft
GAP	Time Warner
Sony	Ben & Jerry's
Apple	Nokia

Characteristics

- Image of leader: strong individual *or* team person
- Company structure: hierarchical *or* flat
- Planning perspective: long-term *or* short-term
- Basis for status in company: who you are *or* what you do
- Decision-making process: normative, based on rules *or* pragmatic, depending on the situation
- Relationships with colleagues: impersonal *or* personal
- Dress codes: formal *or* informal

- 2 Choose another company that you know well. Describe it by selecting its most important characteristics, as above.