



BE A BRAND PHENOMENON THROUGH PHENOMENAL BRANDING

BY DR KKJOHAN

VOLUME 2
JANUARY 2017

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“BE A BRAND PHENOMENON THROUGH PHENOMENAL BRANDING”

**PUBLISHED BY THE BRANDLAUREATE SDN. BHD.
39B-41B, SS21/60, DAMANSARA UTAMA
47400 PETALING JAYA, SELANGOR DARUL EHSAN
WWW.THEBRANDLAUREATE.COM**

**PRINTED BY PERCETAKAN SKYLINE SDN. BHD.
35 & 37, JALAN 12/32B, TSI BUSINESS INDUSTRIAL PARK, BATU 6 1/2,
OFF JALAN KEPONG, 52000 KUALA LUMPUR, MALAYSIA**

FIRST PRINTING, JANUARY 2017

ISBN: 978-967-14695-1-4

JUDGE ME BY MY BRAND

DR KKJOHAN



FORWARD

IS YOUR BRAND A PHENOMENON? DOES IT COMMAND ATTENTION AND IN HIGH DEMAND, SO MUCH SO THAT EVERYONE IS TALKING ABOUT IT AND MOST IMPORTANT OF ALL, WANTS IT? IN THIS COMPETITIVE TIME, BRANDS NEED TO BE MORE THAN JUST GOOD OR GREAT. THEY MUST BE PHENOMENAL IF THEY WANT TO CAPTURE THE MARKET AND BE NUMERO UNO.

ATTAINING THE DESIRED POSITION OF BRAND PHENOMENON MAY SEEM DIFFICULT BUT THEN AGAIN SUCCESS DOES NOT COME OVERNIGHT. GREAT THINGS DO NOT COME EASY AND EASY THINGS DO NOT BECOME GREAT. WE CAN ALL BE BRAND PHENOMENON IF WE WORK AT IT.

PHENOMENAL BRANDING WILL MAKE YOU A BRAND PHENOMENON. IF YOUR BRANDING IS JUST MUNDANE THEN YOUR BRAND WILL NOT BE ABLE TO PROGRESS. IT WILL STAY STATUS QUO AND STATUS QUO IS A WORD THAT DOES NOT EXIST IN BRAND PHENOMENON.

PHENOMENAL BRANDING COMES WHEN YOU KNOW YOUR BRAND'S STRENGTH. HOW YOU CAPITALIZE ON IT TO MAXIMIZE ITS OUTPUT RESTS ON YOUR LEADERSHIP. LEADERSHIP IS IMPORTANT AND THE OVER-ARCHING QUALITY IN BRAND PHENOMENON AS ANY SUCCESSFUL BUSINESS OR BRAND HAS A MASTERMIND THAT DRIVES THE BRAND.

I HOPE THIS SECOND VOLUME OF QUOTES WILL HELP TO INSPIRE YOU IN YOUR MISSION TO CREATE THE MOST PHENOMENAL BRANDING TO BECOME A BRAND PHENOMENON.

ACTIVATE BRAND ACTIVATION TO REACTIVATE YOUR BRAND NOW!

**DR. KKJOHAN
PRESIDENT**



**IN BRANDING
NO SUCH THING
AS
CAN'T**

**ONLY
CAN YOU?**

DR KKJOHAN



WHY BE PHENOMENAL? WHY NOT?



**A PHENOMENAL BRAND
IS NUMERO UNO
UNDISPUTED
UNPARALLELED
UNRIVALLED.**

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**YOUR BRAND
IS THE BEST THING
THAT
EVER HAPPENED TO YOU
TREASURE IT FOREVER.**

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**A PHENOMENAL BRAND
IS
CREATIVE
INNOVATIVE
POSITIVE
EXPLOSIVE
AND
EXCEPTIONALLY
PRODUCTIVE.**

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**A PHENOMENAL BRAND
JOLTS YOUR IMAGINATION
STIRS YOUR MIND
CAPTURES YOUR HEART**

DOES YOUR BRAND HAVE IT?

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**SET THE TREND
CREATE THE BUZZ
PUSH IT
TO THE LIMIT
TO CREATE
A BRAND PHENOMENON.**

DR KKJOHAN



**A PHENOMENAL BRAND IS
CONCEPTUALISED
VISUALISED
ACTUALISED
NOT
BORN OUT OF THE BLUE.**

DR KKJOHAN



**BEHIND
EVERY
PHENOMENAL BRAND
IS
A VISIONARY
THE MASTER BRAND BUILDER.**

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THE RIGHT PHILOSOPHY TO CREATE A PHENOMENAL BRAND



**NEVER BE ASHAMED
TO START SMALL
NEVER BE AFRAID
TO DREAM BIG**

**TAKE SMALL STEPS
TO CREATE
BIG FOOTPRINT
FOR YOUR BRAND.**

DR KKJOHAN



**HAVE A POSITIVE ATTITUDE
FOR YOUR BRAND**

**LEARN FROM THE PAST
LIVE THE PRESENT
LOOK TO THE FUTURE.**

DR KKJOHAN



**BRANDS GET STUCK
BECAUSE
THEY SETTLE
FOR JUST BEING GOOD**

**GO BEYOND GOOD
BE GREAT
BE PHENOMENAL.**

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**IN BRANDING
YOU MUST HAVE
THE PURPOSE TO DO IT
THE PATIENCE FOR IT
THE PASSION IN IT.**

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**SOME SAY
POWER IS EVERYTHING
BUT I SAY
BRAND IS EVERYTHING**

**POWER YOUR BRAND
BECAUSE
EVERYTHING IS BRAND.**

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BRANDING PHENOMENAL BRAND THAT'S THE ULTIMATE



**IT IS
PHENOMENAL BRANDING
THAT MAKES YOU GOOD
IT IS
PHENOMENAL BRAND
THAT MAKES YOU GREAT**

**GOOD AND GREAT
BRINGS OUT THE BEST IN YOU
AND
MAKES YOU THE BEST.**

DR KKJOHAN



**THE SEED OF BRANDING
CAN BE FOUND
IN THE PARABLE OF
SOWING AND REAPING**

**WHATEVER YOU SOW
YOU WILL REAP
IS THE PRINCIPLE
OF BRANDING.**

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**BRANDING
IS
CREATING AND JOINING
THE DOT**

**IT IS
THE CONNECTING DOT
CONNECTING YOUR BRAND
TO MILLIONS.**

DR KKJOHAN



**WE ALWAYS SAY
SAVE THE BEST FOR LAST
BUT
IN BRANDING
YOU MUST GIVE YOUR BEST
FROM
THE START
OR
YOU WILL BECOME LAST.**

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**DON'T MAKE
BRANDING
AN AFTERTHOUGHT
IT SHOULD BE
THOUGHT OVER
TO GIVE YOUR BRAND
A SENSE OF PURPOSE
AND
DIRECTION
TO ACHIEVE
YOUR DESTINY.**

DR KKJOHAN



**IF YOU WANT
A BRAND BREAKTHROUGH
YOU MUST
BE INTENTIONAL
ABOUT YOUR BRAND**

**INTENTION
IS
BETTER
THAN
ATTENTION.**

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ONE PHENOMENAL BRANDING CAN CHANGE YOUR BRAND FOREVER.

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THE PHILOSOPHY OF BRANDING IS TO WIN

WISDOM
THE BRAND STRATEGY
INTEGRITY
THE BRAND CREDIBILITY
NOBLE
THE BRAND QUALITY

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**REALIGN
YOUR BRANDING
TO
YOUR BRAND PURPOSE
FOR
YOUR BRAND SUCCESS**

**ALWAYS REMEMBER
WHY
YOU FIRST STARTED?**

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**IT IS NOT ENOUGH
TO KNOW
AND
UNDERSTAND
ABOUT
YOUR BRAND**

**WITHOUT APPLYING
THE RIGHT STRATEGY
YOUR BRAND
CAN'T GO FAR.**

DR KKJOHAN



**DON'T
BE PREDICTABLE
IF YOU WANT
TO BE
A LETHAL BRAND
AND
A LEADER BRAND
BE EXCEPTIONAL.**

DR KKJOHAN



**STAY OUT
AND
MOVE OUT
OF
YOUR COMFORT ZONE**

**BE
UNCOMFORTABLY
COMFORTABLE
TO BE
A THRIVING BRAND.**

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**IN
PHENOMENAL BRANDING
SPEED
IS
THE ESSENCE**

**IF YOU DON'T
GET IT DONE
YOU WILL BE DONE.**

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**WHAT GOOD IS IT
IF ONLY
YOU KNOW
ABOUT YOUR BRAND
BUT
NOBODY ELSE KNOWS**

**TO BE
A PHENOMENAL BRAND
EVERYONE
SHOULD KNOW
OUGHT TO KNOW
GOT TO KNOW
ABOUT YOUR BRAND.**

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THE POWER OF PHENOMENAL BRANDING

**BREAKING
NEW GROUNDS
BRINGING
NEW IDEAS
BUILDING
NEW STRATEGIES
TO
ACTIVATE YOUR BRAND.**

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**PHENOMENAL BRANDING
BREAKS
UNIMAGINABLE CHALLENGE
INTO
ACHIEVABLE GOALS
TO BRING
UNEXPECTED RESULTS.**

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**BRANDING
IS
A VALUE INVESTMENT
WHICH PAYS OFF
THROUGH TIME
AND
INCREASES IN VALUE
OVER TIME**

**BRANDING
NEVER FAILS.**

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A PHENOMENAL BRAND IS INNOVATION DRIVEN



INNOVATION IS THE DNA OF BRAND CREATION FOR BRAND SUCCESS.

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**DON'T BE
A DYSFUNCTIONAL
OBSOLETE BRAND**

**REINVENT
REACTIVATE
RESTORE
YOUR BRAND
TO
REMAIN
RELEVANT.**

DR KKJOHAN



**NEVER
DRAG YOUR FEET
IN BRAND INNOVATION
DIG YOUR HEELS
IN BRAND EXPLORATION**

**EXECUTE
YOUR BRAND
OR
YOUR BRAND
WILL BE EXECUTED.**

DR KKJOHAN



**INNOVATE
YOUR BRAND
TO
INSTIL
STRONGER CONFIDENCE
INCREASE
HIGHER EXPECTATIONS
INSPIRE
BETTER ACHIEVEMENT.**

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BRAND INNOVATION IS THE GAME CHANGER IN BRAND DISRUPTION.

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**CHANGE
IS
THE ONLY CONSTANT
IN
BRAND INNOVATION**

**BE THE CHANGE
TO
MAKE THE CHANGE
FOR
YOUR BRAND SUCCESS.**

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**A BETTER BRAND FUTURE
IS
CREATED
THROUGH
INGENUITY
CREATIVITY
AND
SUSTAINABILITY
OF
THE BRAND.**

DR KKJOHAN



**INNOVATION
CREATES VALUE
TO THE BRAND
AND
IN TURN
THE BRAND
ADDS VALUE
TO THE CONSUMER.**

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INNOVATE TO MAKE YOUR BRAND A PHENOMENAL MASTERPIECE.

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THE MASTERMIND OF PHENOMENAL BRAND LEADERSHIP



**BEING
IN CHARGE
AND
IN CONTROL
OF YOUR BRAND
WILL
DETERMINE
THE EFFICIENCY
AND
THE EFFECTIVENESS
OF YOUR BRAND.**

DR KKJOHAN



**A PHENOMENAL
BRAND LEADER
IS AN
ECCENTRIC LEADER
WHOSE
ECCENTRICITY
ELECTRIFIES
THE WORLD
WITH
HIS UNIQUE
BRAND CREATION.**

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**BE EXCITED
BE ENERGISED
OVER YOUR BRAND**

**HAVE A WINNING
BURNING DESIRE
FOR YOUR BRAND
TO WIN.**

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**BE RADICAL
FOR
YOUR BRAND**

**OBSESS
AND
POSSESS
UNTIL
YOU
PERSONIFY IT.**

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**THERE IS NO ONE
BUT
YOU**

**IF YOU ARE NOT
PROUD OF YOUR BRAND
NO ONE ELSE WILL**

**TAKE PRIDE
IN YOUR BRAND.**

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**NO MATTER WHAT
NO MATTER HOW**

**NEVER LET EXCUSES
EXECUTE YOUR BRAND.**

DR KKJOHAN



**LOVE YOUR BRAND
BE INSPIRED
BY
YOUR BRAND**

**STAND UP
STAND BY
STAND FOR
YOUR BRAND.**

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MAKING SENSE OF PHENOMENAL BRAND ESSENCE



**KNOWLEDGE CHANGES
UNDERSTANDING**

**WORD CHANGES
PERCEPTION**

**BRAND CHANGES
LIFE.**

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**A PHENOMENAL BRAND
HAS NO RIVAL
HAS NO EQUAL**

**INCOMPARABLE
INCONTESTABLE.**

DR KKJOHAN



**WHY IMITATE
WHEN YOU CAN
INTIMIDATE?**

**BE
THE BRAND CHAMPION
WITHOUT FEAR.**

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**A BRAND
THAT TURNS HEADS
AND
WINS HEARTS
IS A PHENOMENAL BRAND**

A BRAND IN COMMAND.

DR KKJOHAN



**BE SO GOOD
THAT YOU CANNOT FAIL
A BRAND
SO APPEALING
THAT NO ONE
WILL SAY NO TO IT

A BRAND IN DEMAND.**

DR KKJOHAN



SPOTTING THE BLIND SPOT

**A PHENOMENAL BRAND
HAS THE ABILITY
TO SEE
WHAT NO ONE ELSE
CAN SEE.**

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CAPTURE THE SPIRIT OF BRAND EXCELLENCE THROUGH PHENOMENAL BRANDING.

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**WHAT
MAKES THE DIFFERENCE
IS
WHEN YOU HAVE
WHAT THEY HAVE
BUT
THEY DON'T HAVE
WHAT YOU HAVE
IN YOUR BRAND.**

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**THE BEST
HAS NO FEAR
OF
COMPETITION
SIMPLY BECAUSE
ITS UNBEATABLE
IS
THE BEST
OF
THE BEST

BESTBRAND**

DR KKJOHAN



PHENOMENAL BRAND VALUES TO CREATE LASTING BRAND VALUE



**BRAND VALUES
IS
THE CORE
OF THE BRAND**

**BRAND VALUE
IS
THE PREMIUM
OF THE BRAND**

**BRAND VALUES
INCREASES
BRAND VALUE.**

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**A PHENOMENAL BRAND
CONFORMS
TO
THE HIGHEST STANDARDS
AND
THE BEST BRAND PRACTICES
TO
INSTIL INTEGRITY
FOR
THE BRAND.**

DR KKJOHAN



**NEVER COMPROMISE
ON
THE QUALITY
AND
STANDARDS
OF
YOUR BRAND**

**NEVER DISAPPOINT
YOUR
CONSUMERS
EXPECTATION AND TRUST
IN
YOUR BRAND.**

DR KKJOHAN



**YOU CAN AFFORD
TO
LOSE EVERYTHING
BUT
YOU CAN'T AFFORD
TO
LOSE TRUST**

**ONCE
THE BRAND
HAS LOST ITS TRUST
THE BRAND
IS LOST FOREVER.**

DR KKJOHAN



**A MAN CAN BE
WITHOUT CONSCIENCE
BUT
A BRAND
MUST HAVE CONVICTION
TO BE A GREAT BRAND
AND
TO MAKE A BRAND GREAT.**

DR KKJOHAN



**INCULCATE
A GOOD BRAND CULTURE**

**CELEBRATE IT
TO UNIFY THE BRAND.**

DR KKJOHAN



**DON'T GAMBLE AWAY
YOUR BRAND
THE PUNTING WILL NOT
BRING YOU LUCK
IT IS THE BRANDING
THAT WILL**

**YOUR BRAND
IS
YOUR BEST BET.**

DR KKJOHAN



**ONLY
PHENOMENAL BRAND
HAS
THE POTENTIAL
FOR
EXPONENTIAL GROWTH.**

DR KKJOHAN



**THE SECRET
TO
BRAND PHENOMENON
IS
WHEN
YOU DO WHAT THEY CAN'T
YOU DO WHAT THEY WON'T
YOU DO WHAT THEY DON'T**

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PHENOMENAL BRAND ATTRIBUTES FOR SUCCESS



**WHEN THERE IS NO BRAND VISION
THERE WILL BE DIVISION**

**WHEN THERE IS NO BRAND MISSION
THERE WILL BE CONFUSION**

**WHEN THERE IS NO BRAND PASSION
THERE WILL BE DISTRACTION**

COMMISSION YOUR BRAND.

DR KKJOHAN



**THE BRAND
BECOMES STRONGER
WHEN
THE BRAND
PRODUCES
POSITIVE RESULTS.**

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THE BEST FORMULA FOR YOUR BRAND IS

S - SEIZE

T - THE

O - OPPORTUNITY

**IF NOT
YOUR BRAND WILL
STOP**

SEIZE OR BESIEGED.

DR KKJOHAN



**BE
WHO YOU ARE
TO CREATE
WHAT YOU ARE**

**DON'T FAKE IT
UNTIL
YOU MAKE IT**

**BE YOURSELF
THAT'S YOUR
BRAND IDENTITY.**

DR KKJOHAN



**BRAND
EXUDES
GREAT CONFIDENCE
ENHANCES
STRONG BRAND IDENTITY
LIVES UP
TO THE BRAND PROMISE.**

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THE MOST IMPORTANT CONTENT IN YOUR BRANDING IS YOUR BRAND MESSAGE WHAT DOES YOUR BRAND SAY?

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**THE EXPRESSION
OF BRANDING
WILL CREATE
THE IMPRESSION
FOR THE BRAND**

**FAILING TO
EXPRESS
AND
IMPRESS
ONLY
DEPRESS
PEOPLE'S EXPECTATION.**

DR KKJOHAN



**MAKE
YOUR
BRAND COMMUNICATION
LIKEABLE
LOVABLE
LIVEABLE.**

DR KKJOHAN



**MAKE
YOUR BRAND STORY
INSPIRING
TO CONVEY
STRENGTH
AND
DYNAMISM
OF
YOUR BRAND
TO BE
COMPELLING
AND
INVITING.**

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**TIME AND TIDE
WAIT FOR NO BRAND**

**BUILD YOUR BRAND
NOW
OR
YOUR BRAND
WILL BE SWEEPED AWAY
BY
THE TIDE OF COMPETITION.**

DR KKJOHAN



**PHENOMENAL BRANDING
ARISES
WHEN
YOU DO IT OUT OF LOVE
FOR YOUR BRAND.**

DR KKJOHAN



**MAKE A MARK
FOR
YOUR BRAND
AND
LEAVE A TRAIL
FOR
OTHERS TO FOLLOW.**

DR KKJOHAN



**SHOW
THE WORLD
YOUR BRAND LEADERSHIP
AND
THE WORLD
WILL SHOW YOU
YOUR BRAND SUCCESS.**

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THE Ps OF PHENOMENAL BRANDING



THE Ps IN BRANDING

**PASSION
PERSEVERANCE
POSITIVITY
PERCEPTION
PERSISTENCE
PERFORMANCE
POSITION
PROMISE
POWER.**

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PASSION DRIVES PHENOMENON BRAND SUCCESS FORWARD.

DR KKJOHAN



**TURN
YOUR DREAM
AND
DESIRE
INTO
REALITY
BY FOLLOWING
YOUR PASSION**

**BE PASSIONATE
ABOUT
YOUR BRAND.**

DR KKJOHAN



**EAT
SLEEP
AND
LIVE
THE BRAND**

**BE SO CONSUMED
WITH
YOUR BRAND
THAT
IT DEFINES YOU.**

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**BE OVER THE MOON
WITH
YOUR BRAND
BECAUSE
IT WILL BRING YOU
THE GREATEST PLEASURE
IN LIFE.**

DR KKJOHAN



**BRANDING
IS
YOUR LIFE ODYSSEY
MORE THAN
JUST
A DESTINATION
BUT
A JOURNEY**

**TO BUILD YOUR LEGACY
FOR ETERNITY.**

DR KKJOHAN



**A SUCCESSFUL BRAND
IS
WELL ROOTED
WITH
PERSEVERANCE
AND
PERSISTENCE**

**MOVING FORWARD
DAY BY DAY
TO
ACHIEVE PHENOMENAL
BRAND SUCCESS.**

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BE A BRAND ON FIRE

**STRONG
AGGRESSIVE
DYNAMIC
SPIRITED
POWERFUL**

**KEEP THE FIRE BURNING
FOR YOUR BRAND.**

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**HAVE
AN INDOMITABLE SPIRIT
TO
BREAK NEW RECORDS
IN THE WORLD
OF BRANDS AND BRANDING.**

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**PERCEPTION IS REALITY
ELEVATE YOUR BRAND
BY
REPOSITIONING YOUR BRAND
FROM
PERCEPTION TO REALITY
THAT IS
YOUR BRAND FINALITY.**

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**POSITIVE PERCEPTION
CREATES
POSITIVE RECEPTION
THAT
GENERATES
POSITIVE GROWTH
FOR YOUR BRAND**

**NEGATIVE PERCEPTION
UNDERMINDS
AND
KILLS THE BRAND**

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**WHEN ADVERSITY STRIKES
BE STRONG
AND
KEEP BUILDING
YOUR BRAND
SO THAT
YOU WILL NOT
BE DISAPPOINTED**

**NEVER GIVE UP
ON YOUR BRAND.**

DR KKJOHAN



**DON'T LET
YOUR BRAND
CRACK UNDER PRESSURE**

**PREVENTION
IS BETTER THAN
PRECAUTION.**

DR KKJOHAN



**YOUR BRAND
DESERVES THE BEST
WHEN
YOU HAVE GIVEN
YOUR BEST
YOU CANNOT
AND
WILL NOT FAIL.**

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**MAXIMISE
YOUR BRAND
FOR
MAXIMUM OUTPUT
TO
PREVENT IT
FROM BEING DORMANT.**

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**LIVE UP
TO
YOUR BRAND PROMISE**

**EMBRACE IT
HONOR IT
FULFILL IT.**

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ESTABLISH YOUR BRAND CREDIBILITY TO BUILD TRUST AND LOYALTY.

DR KKJOHAN



**KNOW YOUR BRAND
TO
LOVE YOUR BRAND
TO
MAKE YOUR BRAND
KNOWN AND LOVED**



**EVERY MOMENT
I LIVE FOR MY BRAND
AND
I LIVE UP TO MY BRAND.**

DR KKJOHAN



**BE DEVOTED
TO
YOUR BRAND
GIVE
YOUR BRAND
THE PRE-EMINENCE
AND
PROMINENCE
ALL THE TIME.**

DR KKJOHAN



**YOU ARE JUDGED
BY
HOW YOU LIVE
YOUR BRAND
MORE THAN
WHAT YOU SAY
ABOUT
YOUR BRAND.**

DR KKJOHAN



**PUT WINGS
INTO
YOUR BRAND
SOAR LIKE AN EAGLE**

**STRONG
FEARLESS
POWERFUL.**

DR KKJOHAN



**TAKE FULL OWNERSHIP
OF
YOUR BRAND
AND
HAVE FULL RESPONSIBILITY
FOR
YOUR BRAND LEADERSHIP.**

DR KKJOHAN



**YOU MUST HAVE
A GRIP
ON YOUR BRAND
AND
YOUR BRAND
MUST HAVE
A HOLD
ON YOU
TO TAKE
BRAND OWNERSHIP.**

DR KKJOHAN



**BE
A BRAND PHENOMENON
TO CREATE
A BETTER FUTURE
FOR
THE WORLD.**

DR KKJOHAN





ISBN 978-967-14695-1-4



9 789671 469514

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