CONTENTS

About ACE4Preface6Chapter 1: Unlocking the Power of Branding7Chapter 2: Developing a Health/Fitness Brand11Chapter 3: Positioning a Health/Fitness Brand17Chapter 4: Marketing and Communicating a Brand23Chapter 5: Controlling the Brand Image Through Advertising and Marketing29Chapter 6: Associating a Brand35Chapter 7: Branding the Exercise Experience41Chapter 8: Developing Brand Personality in Health/Fitness47Chapter 9: Undertaking Cause-Related Marketing51Chapter 10: Public Health Branding—Using Health, Exercise, and Fitness to Make a Difference62	A Letter From the President	3
Chapter 1: Unlocking the Power of Branding	About ACE	4
Chapter 2: Developing a Health/Fitness Brand11Chapter 3: Positioning a Health/Fitness Brand17Chapter 4: Marketing and Communicating a Brand23Chapter 5: Controlling the Brand Image Through Advertising and Marketing29Chapter 6: Associating a Brand35Chapter 7: Branding the Exercise Experience41Chapter 8: Developing Brand Personality in Health/Fitness47Chapter 9: Undertaking Cause-Related Marketing51Chapter 10: Public Health Branding—Using Health, Exercise, and Fitness to Make a Difference57References62	Preface	6
Chapter 3: Positioning a Health/Fitness Brand17Chapter 4: Marketing and Communicating a Brand23Chapter 5: Controlling the Brand Image Through Advertising and Marketing29Chapter 6: Associating a Brand35Chapter 7: Branding the Exercise Experience41Chapter 8: Developing Brand Personality in Health/Fitness47Chapter 9: Undertaking Cause-Related Marketing51Chapter 10: Public Health Branding—Using Health, Exercise, and Fitness to Make a Difference57References62	Chapter 1: Unlocking the Power of Branding	7
Chapter 4: Marketing and Communicating a Brand	Chapter 2: Developing a Health/Fitness Brand	11
Chapter 5: Controlling the Brand Image Through Advertising and Marketing	Chapter 3: Positioning a Health/Fitness Brand	17
Chapter 6: Associating a Brand	Chapter 4: Marketing and Communicating a Brand	23
Chapter 7: Branding the Exercise Experience	Chapter 5: Controlling the Brand Image Through Advertising and Marketing	29
Chapter 8: Developing Brand Personality in Health/Fitness	Chapter 6: Associating a Brand	35
Chapter 9: Undertaking Cause-Related Marketing	Chapter 7: Branding the Exercise Experience	41
Chapter 10: Public Health Branding—Using Health, Exercise, and Fitness to Make a Difference	Chapter 8: Developing Brand Personality in Health/Fitness	47
and Fitness to Make a Difference	Chapter 9: Undertaking Cause-Related Marketing	51
		57
	References	62
About the Author	About the Author	64

