



Brand Rejuvenation: How to Protect, Strengthen and Add Value to Your Brand to Prevent It from Ageing

Jean-Marc Lehu

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At some point in their lives, all brands begin to look old – either tired out by their unchanging image or overtaken by younger brands more in tune with the zeitgeist of the time. Others attract unwelcome associations and need to redirect their image. *Brand Rejuvenation* highlights the aging problem that every brand can face and investigates how companies can take steps to counter it. With dozens of case studies and examples of brands across different industries, *Brand Rejuvenation* is full of ideas and practical advice on how to implement brand rejuvenation and aging-prevention strategies.

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