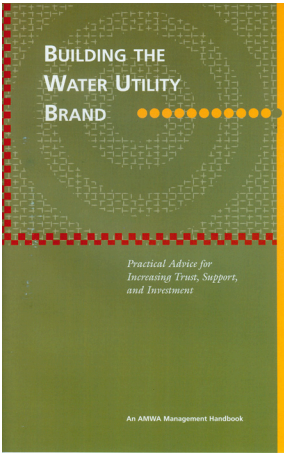


Building The Water Utility Brand

Practical Advice for Increasing Trust, Support, and Investment



AMWA's newest management manual, written by marketing and branding expert John Ruetten, makes a strong case for utilities to adopt the proven marketing strategy of branding to establish the value of water and successfully compete for customers' investment dollars. Exploring the politics of investment in water, negative branding of water utilities, and opportunities provided by a strong positive brand, Ruetten goes through the steps of defining and implementing the utility brand. The manual clears up myths about the branding process and shows why branding does not require large expenditures.

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