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Selected publications

Papers

The impact of aesthetics on employee satisfaction, identity, creativity, mood, and motivation – toward a conceptual framework for identifying the impact of aesthetics Bjerke, Ind and de Paoli. Paper presented at EURAM conference, St Andrews, 2004

Inside Out: how employees build value Journal of Brand Management, 2003

A new source of inspiration: why business needs poets, historians and philosophers Editorial, Journal of Brand Management, 2003

Beyond Branding: moving beyond abstraction, Paper presented at Conference on 'The Role of Humanities in the Formation of New European Elites', Venice, 2003

Living the brand: Why organisations need purpose and values, Market Leader, 2001

Branding on the Web: a real revolution, Journal of Brand Management, 2001 (with Maria Riondino)

Branding - what can the private sector learn from charities? Brand Strategy (with Matthew Bell)

Freedom and Order: A participative approach to corporate branding, Journal of Brand Management, 1999 (with Matthew Bell)

The company and the product: the relevance of corporate associations, Corporate Reputation Review, 1998

An Integrated Approach to Corporate Branding, Journal of Brand Management, 1998

Corporate Identity in three dimensions, First International Corporate Identity Symposium 1994

Case study in Competitive Advantage, Strathclyde Working Paper Series 1988, Economist Intelligence Unit 1988

Books

Inspiration: capturing the creative potential of your organization by Nicholas Ind and Cameron Watt. (2004) Palgrave, Basingstoke, UK

Living the Brand: how to transform every member of your organization into a brand champion (2001) (Revised edition 2004) Kogan Page, London. Russian edition due in 2004; Chinese edition in 2005

Beyond Branding: how the new values of transparency and integrity are changing the world of brands (2003). Kogan Page, London. Edited by Nicholas Ind.

Making the Most of your Corporate Brand (1999) Financial Times, London. Also available in Chinese.

The Corporate Brand (1997) Macmillan, Basingstoke, UK; New York University Press, New York

Terence Conran – The Authorised Biography. (1995), Sidgwick and Jackson, London

Great Advertising Campaigns (1993) Kogan Page (UK), NTC (USA). Also published in Polish and Korean

The Corporate Image (1990) Kogan Page, London. Revised edition 1992. Selected as a Business Book of the Year. Published in Spanish, Serbo-Croat and Korean.

Will travel for speaking engagement? Yes

Areas of specialization for expert sourcing

Living the brand;
creativity and innovation;
sustainable branding

Speech topics/presentations

Living the Brand

Successful brands are about imagination. These are the brands that inspire us. These are the organisations we feel emotional about; the brands that we trust. Yet stimulating imagination among employees and customers is hard. In this presentation, I use examples such as Nordstrom, UNICEF and Patagonia to demonstrate how memorable and powerful ideas can build employee involvement and commitment. The companies that succeed at this, benefit in terms of higher productivity, enhanced financial performance and greater intellectual capital.

Branding and Sustainability

This presentation argues that branding is important because it creates value. This is about having a clear and authentic ideology, which should incorporate principles of sustainability. The challenge for most organisations is to build sustainability into the culture and everyday actions of the organisation. That requires commitment and participation. The presentation

shows how organisations can build responsible and sustainable brands that also build long term brand value.

Inspiration: Creativity and Innovation

This presentation shares the results of research from a new book, called 'Inspiration' that investigates organisations where creativity is an inherent part of the culture and where continuous creativity is maintained as part of the process of building competitive advantage. Using such examples as IDEO, Volvo, Quiksilver and Tate Modern the presentation explores with the audience the barriers and key success factors in creativity.