

The Importance of Project Branding

Access to new resource related to marketing and project management added to PMWL



Resource provided by [Milan Choudhury](#)

13 June 2020 – Nagpur, India – Access to a new resource has been added to the PM World Library (PMWL) related to marketing and project management. The new resource is titled “**Why Every Project Needs a Brand (and How to Create One)**”, a paper by Karen A. Brown, Richard Ettenson and Nancy Lea Hyer published in MIT Sloan Management Review, Summer 2011 Vol. 52, No.4.

The article emphasizes the need for project managers and project sponsors to effectively brand their projects in order to achieve project success through the active involvement of the team members. The need for project leaders to ensure that their project brand is well-highlighted amongst the internal teams as well as external parties is also stressed.

To create a project brand, the authors have put forward the 5Ps of Project Branding namely: pitch, plan, platform, performance and payoff. These 5 key stages in project branding have been exhaustively described and their benefits to the project are made clear.

To access this new resource, go to the Applications and Hot Topics section of the library at <https://pmworldlibrary.net/applications-and-topics/> click on “Marketing and Project Management”, scroll down to resource. Must be a registered trial, student or full member and logged-in to access.

This new resource provided through the PMWL university research internship program; [to learn more, click here](#)

For PMWL Post

Brown K. A.; Ettenson, R.; Hyer, N.L. (2011). **Why Every Project Needs a Brand (and How to Create One)**, MIT Sloan Management Review, Summer 2011 Vol. 52, No.4. Available online at https://www.researchgate.net/profile/Karen_Brown31/publication/298633507_Why_Every_Project_Needs_a_Brand_and_How_to_Create_One/links/572a751908aef7c7e2c4fa9a.pdf (Choudhury)

Where to post in the library: <https://pmworldlibrary.net/marketing-and-project-management/>