

Finding Brand: The Brand Book Tutorial (Paperback)



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Reviews

Basically no words to clarify. Of course, it is perform, still an amazing and interesting literature. Its been printed in an exceptionally basic way which is only soon after i finished reading through this ebook where actually altered me, change the way i really believe.
(Newton Runolfsson)

FINDING BRAND: THE BRAND BOOK TUTORIAL (PAPERBACK)



Paradux Media Group, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Brands are defenseless. We wipe our feet on them, we throw them in the trash, and we don't have the patience to let them grow to be all they can be. That leads to us cheating on them and setting our businesses up for failure. Successful businesses know that brands need protection, love, and understanding. For smart businesses that want to succeed, it's about Finding Brand. The brand book is the quintessential guidebook that will help a business create alignment to reach its goals. A brand book should be more than just a marketing department tool. It should be the guiding internal document that guides employees and stakeholders in every action. It should be the culmination of all internal and external thinking; it should be a business's tangible representation of all that makes your business unique and special. In Finding Brand: The Brand Book Tutorial, Tisha Oehmen teaches you how to explore and craft your brand, write your brand book, share it with key stakeholders, and to use it to protect your brand. This step-by-step tutorial will help you explore your brand and ensure that it doesn't get cheated on and that your business succeeds.



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