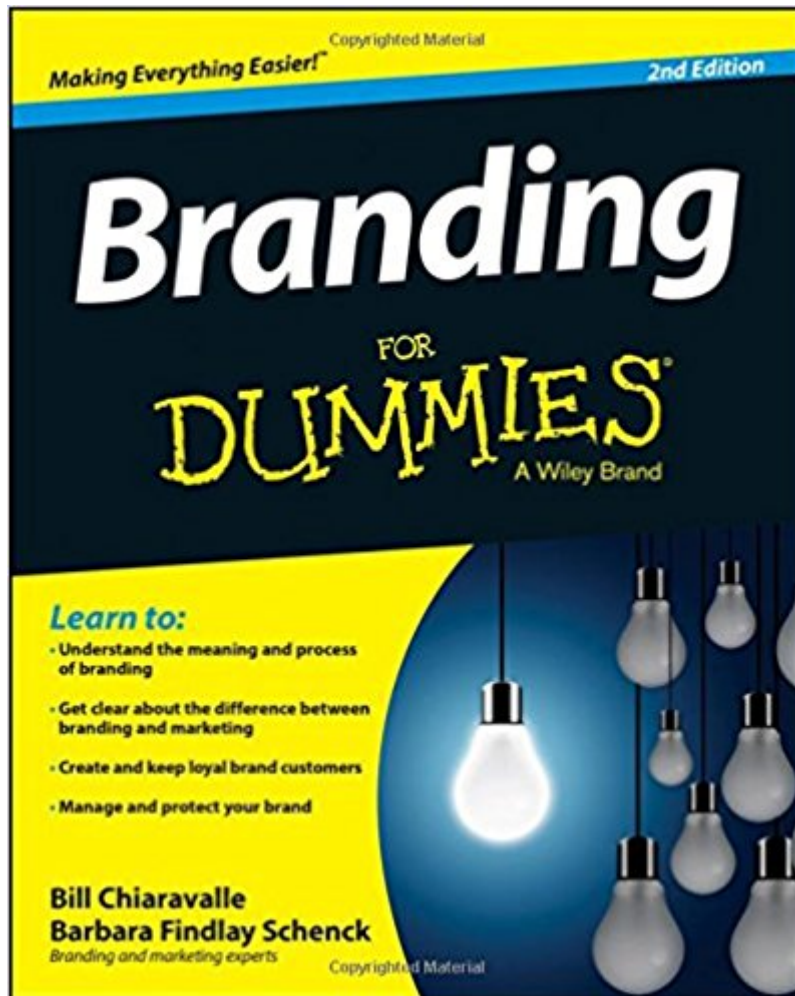




The book was found

Branding For Dummies



Synopsis

Discover how brands are created, managed, differentiated, leveraged, and licensed Whether your business is large or small, global or local, this new edition of *Branding For Dummies* gives you the nuts and bolts to create, improve, and maintain a successful brand. It'll help you define your company's mission, the benefits and features of your products or services, what your customers and prospects already think of your brand, what qualities you want them to associate with your company, and so much more. Packed with plain-English advice and step-by-step instructions, *Branding For Dummies* covers assembling a top-notch branding team, positioning your brand, handling advertising and promotions, avoiding blunders, and keeping your brand viable, visible, and healthy. Whether you're looking to develop a logo and tagline, manage and protect your brand, launch a brand marketing plan, fix a broken brand, make customers loyal brand champions—or anything in between—*Branding For Dummies* makes it fast and easy. Includes tips and cautionary advice on social media and its impact on personal and business branding programs Covers balancing personal and business brand development References some of the major brand crises—and how to avoid making the same mistakes Shows brand marketers how to create brands that match their employers' objectives while launching their own careers If you're a business leader looking to set your brand up for the ultimate success, *Branding For Dummies* has you covered.

Book Information

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Customer Reviews

"Branding For Dummies" is newly updated and covers everything from explaining that you likely have a brand (even if you think you don't) to branding in the digital age and using social media to engage with your customers. There are lists galore, including one to see if your brand is aging and in need of revitalizing and another to help you write a brand launch marketing plan." -Small Business Forum web.com

Learn to: Understand the meaning and process of branding Get clear about the difference between branding and marketing Create and keep loyal brand customers Manage and protect your brand Create, improve upon, and maintain a successful brand Branding is a red-hot topic, and for good reason: it paves the way for marketing success. Whether you want to build a new brand, strengthen an established brand, or repair a broken brand, this hands-on guide helps you define your desired brand image and leads you through the entire branding process. So what are you waiting for? Take control of your brand today! Gain your branding bearings • gear up with easy-to-follow step-by-step instructions for building a brand from the ground up, improving an existing brand, or repairing a damaged brand If you build it... • tips and templates for defining and positioning your brand, putting your brand identity into words, naming your brand, and designing your logo and tagline Branding for the win • launch (or re-launch) your brand, cover your bases in a digitally connected world, engage your audience on social media, and advertise, promote, and publicize like a pro Love and loyalty • cultivate brand followers and loyalists, value and leverage your brand, and find tips for examining your brand's health and conducting a makeover Avoiding or repairing brand damage • find helpful info for claiming, protecting, and defending your brand legally and through usage Open the book and find: What, how, and when to brand Tips to help define your brand character and voice Advice for building business, product, and personal brands The best ways to ignite customer passion How to fix a broken brand The importance of reacting quickly if your brand is threatened Ten branding mistakes to avoid Top branding truths to remember Access to bonus online material

Helpful book

This is a very helpful book and a great deal!

I am teaching a branding class at York College of PA this spring, and this will be the text.

Excellent read

This is by far the best book I've read on branding. It's easy to understand and doesn't use a lot of jargon like a lot of other branding books I've read. This book goes into great detail about not only what a brand is, but how to build one step-by-step. A must-have if you're a business owner or designer looking to add value to your business or clients.

nice book for beginners

A simple to understand book about Branding.

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