



## The Cotton T-Shirt: A Beginner's Guide to Developing a Breakout Brand (Paperback)

By Lori Thomas

Createspace Independent Publishing Platform, 2018. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Have a pen and paper handy because this guide will trigger an avalanche of ideas about your business that you never saw coming. Designed for anyone preparing to market anything from a local business to a major new invention, The Cotton T-Shirt outlines the critical step-by-step considerations of the brand differentiation process in simple to understand language. Learn how to avoid dangerous pitfalls that often derail rookie marketers and develop a solid communication strategy that best positions your brand to the right customers. All in 60-minutes! PRAISE FOR THE COTTON T-SHIRT A perfect balance of information and humor, Lori delivers what marketers need to develop successful brands. Her organic expertise shines through on every page. David Pasternack, DidIt Marketing Co-Founder CEO For any entrepreneur or business looking to build brand awareness, The Cotton T-Shirt is a must read. Amazing stuff and right on. John Mangione, Market Independent UnFranchise Owner Lori does a masterful job of depicting the branding process in a fun and straightforward way. Like those before her brought computing to individuals, Lori brings branding to even the novice. Jean...



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