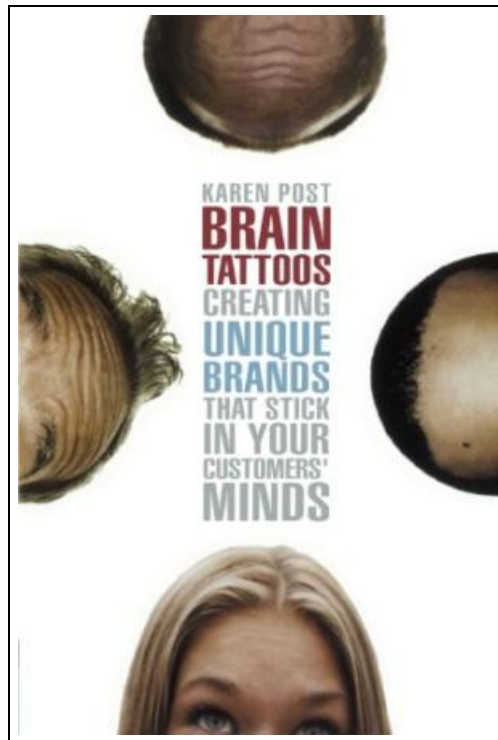


Brain Tattoos: Creating Unique Brands That Stick in Your Customers Minds



Filesize: 2.83 MB

Reviews

I just started looking over this ebook. It is actually rally fascinating throgh reading period of time. You wont really feel monotony at anytime of your time (that's what catalogues are for about when you request me).

(Miss Naomie Kohler PhD)

BRAIN TATTOOS: CREATING UNIQUE BRANDS THAT STICK IN YOUR CUSTOMERS MINDS



AMACOM/American Management Association. Paperback. Condition: New. 208 pages. Dimensions: 8.9in. x 5.5in. x 0.5in. Effective branding depends on the ability to leave a lasting (and positive) impression in the mind of the target audience. Brain Tattoos offers a practical approach -- no complicated theories, marketing jargon, or unnecessary babble -- that lets any business take its brand to the next level. Packed with tools that help readers identify their brands purpose, personality, promise, and point of difference, Brain Tattoos will help readers: Develop the courage to break the mold and become truly distinct Discover ways to enlist customers and others as brand ambassadors Grasp their brands essence Master brand building on any scale in any industry Learn how to identify and use the most effective methods of brand communication Learn how to leverage limited resources creatively Filled with creative ways to maximize market impact, Brain Tattoos is a true how-to book written with in-the-trenches business and marketing people in mind. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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