

Branding America: What Does Your Brand Say about You? (Paperback)



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(Jany Crist)

BRANDING AMERICA: WHAT DOES YOUR BRAND SAY ABOUT YOU? (PAPERBACK)

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Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Upon becoming a television news commentator, Noelle Nikpour had a realization: She, like everyone, has a brand. A native of Arkansas, Noelle was already a successful Republican consultant and strategist who had raised funds for various political candidates. When she started appearing on Fox News, CNN, MSNBC, HLN, and other television and national radio broadcasts, she realized she had a role to play. Branding isn't just about corporations building relationships with consumers through advertising. It's also become an important part of political campaigns - more important than candidates' ideas and certainly more important than their qualifications. Barack Obama's 2008 presidential candidacy proved that. Meanwhile, branding has become an essential part of modern life for every American. These days, everyone has a brand. In some ways that's good, and in some ways it's bad, but it's definitely today's reality. Her new book, *Branding America*, traces how branding has moved from the corporate world into politics and then into Americans' personal lives. It describes today's most important political brands: the Democrats, who have a terrible brand; the Republicans, whose brand is in need of repair; and today's rising brand - conservative women. And it explains how Americans can take advantage of this new reality to succeed in the workplace and in life.

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