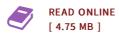




Business Branding for the Non-Designer: A Simple Guide to Brand Your Business Like a Pro (Paperback)

By Chrissy Carpenter

Fresh Dezigns, 2016. Paperback. Condition: New. Language: English. Brand New Book ****** Print on Demand ******. TAKE CONTROL OF YOUR BRAND Think you need a large budget and a giant marketing firm to brand your business? Not so fast. This guide breaks branding down into easy-to-understand, easy-to-execute steps, giving non-designers everything they need to create winning brands and successful business marketing. In this book you Il learn: How to create a brand that genuinely represents your business and what you re selling. And how to wrap your branding elements into every aspect of your business. How to conduct market research on a limited budget. It is totally possible to do this without breaking the bank! How to assess your brand and those of your competitors. It s time to get to know yourself and the competition. How to identify, target and market to your business specific audience. Yes, it s REALLY that important. Without defining a target audience you re squelching your chance at ultimate success. How to name your business and create your mission statement. Choosing a name for your business can be a challenge - and fun. How to build your brand s identity. I ll teach...



Reviews

This ebook is very gripping and exciting. It is one of the most amazing book we have study. Its been printed in an remarkably easy way and it is only after i finished reading this book through which really transformed me, affect the way i think.

-- Camille Greenholt

Comprehensive information for book fans. It is one of the most amazing book i actually have read. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Yoshiko Okuneva