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Branding For Dummies 2nd Edition Bill Chiaravalle, Barbara Findlay Schenck 2015 Comments: It is an excellent overview book with some sections that narrow in and focus on branding issues. It is a little out of date on social media but that is to be expected in an area that changes monthly.

Branding For Dummies by Bill Chiaravalle

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.

Branding For Dummies, 2nd Edition [Book]

Branding goes beyond your company's logo, slogan, and style - it creates the feeling that people have about your brand. Creating a successful brand requires finesse and a targeted plan. This week's blog is an introduction to branding for dummies, where we'll discuss some key concepts inspiration for how you can make a name for your ...

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