Bullet Proof Branding



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Reviews

This publication is amazing. It is actually loaded with knowledge and wisdom You will like the way the blogger write this publication. *(Keon Altenwerth)*

BULLET PROOF BRANDING



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Paperback. Condition: New. 138 pages. Customers today have more ammunition than ever. And they are not afraid to use it. Thats why youve got to have BulletProof Branding. - Ben Smithee, CEO, Spych AnalyticsWhats the new code exactly, for the branding conversation Who controls it Going beyond social, your message has to create a consistent message - so that your URL matches up with IRL (in real life). The balance of power has shifted, and you have to understand how to influence your brand across all platforms. With a fresh perspective from executive leaders at Cargill, Cisco, The Huffington Post and many more, BulletProof Branding is the hold-your-handbook for redefining your brand strategy in the digital age. Whether you are a solopreneur or an executive at a multi-national corporation, you will find strategic guidance and a new definition of best practices, based on Chris Westfalls research and insights. Your branding is either good or bad - theres no opt out of branding. Not for companies. Not for individuals. Either youre bulletproof, or youre not. When it comes to your branding, youve got to have a message that cuts through the noise. Bullet Proof Branding shows you how to create the conversation you need, whether youre branding a person, product or idea. While its true that the customer is more empowered than ever, you still have the ability to influence, and create a bullet proof brand. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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