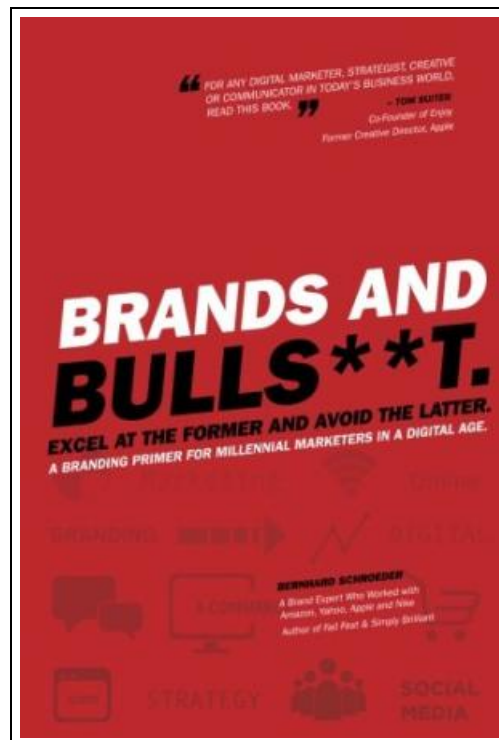


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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 188 pages. Dimensions: 9.0in. x 6.0in. x 0.4in. Brands and Bullst. Excel at the Former and Avoid the Latter A Branding Primer for Millennial Marketers in a Digital Age By Bernhard Schroeder (Author) Brands and Bullst is the first book written exclusively for Millennial marketers and entrepreneurs to provide insights and tools on how to purposely create a digital brand. The kind of brand that ultimately creates such a powerful feeling in a customers mind and gut that they feel there is no substitute for your product or service. Brands and Bullst. Excel at the Former and Avoid the Latter strips away the mystery of branding and gives you a branding primer necessary for every digital marketer or entrepreneur. This new branding book offers you the insight and tools to learn how to excel at branding. It is filled with over twenty years of expertise working with some of the best brands and branding experts in the world. Add wisdom, knowledge and value to your marketing or startup career. In an enlightening two-hour read youll learn: - Understand what branding in a digital world really means- Learn how to create a powerful brand that creates a customer feeling- How to quickly create a brand plan with the BrandPlanr- Create specific brand strategies that really work in the marketplace- Review ten possible brand strategies and understand their potential- Understand how positioning and category ladders work and why- To utilize tools like brand decision trees to simplify complex brand choices- Create a branding strategy for a client or company that targets a blue oceanA powerful new marketing book on branding written for todays digital marketers and entrepreneurs. Its about time. Digital marketers have all the online tools ever imagined to create marketing...



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