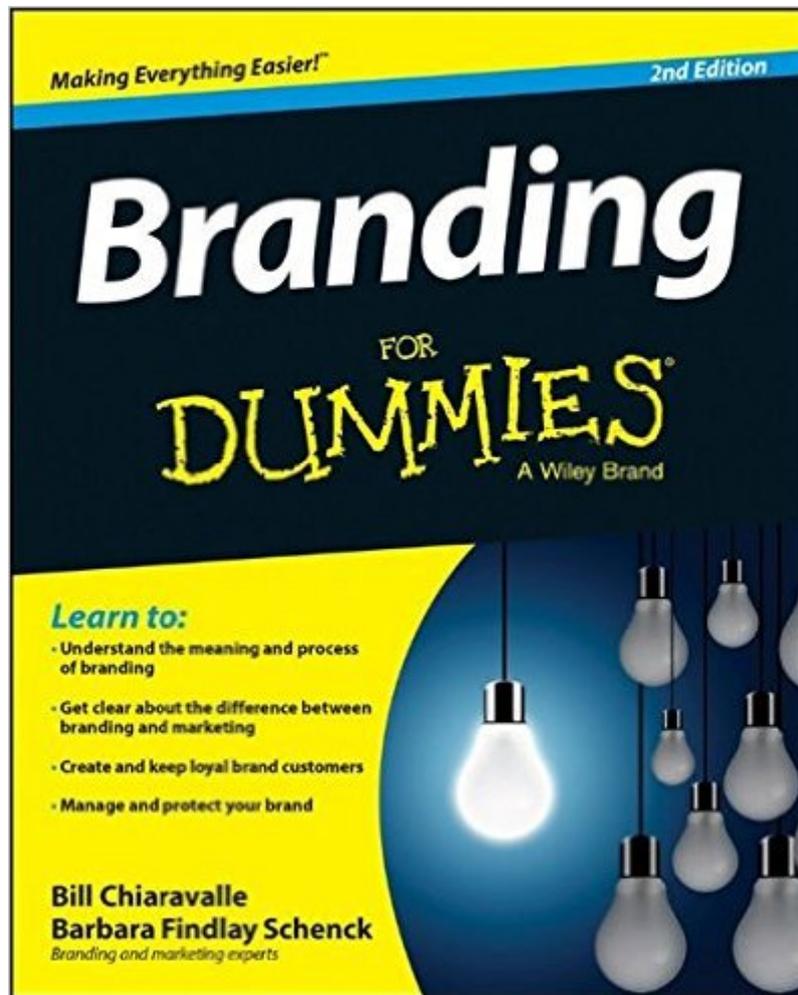


The book was found

Branding For Dummies



Synopsis

Discover how brands are created, managed, differentiated, leveraged, and licensed 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. Packed with plain-English advice and step-by-step instructions, *Branding For Dummies* covers assembling a top-notch branding team, positioning your brand, handling advertising and promotions, avoiding blunders, and keeping your brand viable, visible, and healthy. Whether you're looking to develop a logo and tagline, manage and protect your brand, launch a brand marketing plan, fix a broken brand, make customers loyal brand championsâ"or anything in betweenâ" *Branding For Dummies* makes it fast and easy. Includes tips and cautionary advice on social media and its impact on personal and business branding programs Covers balancing personal and business brand development References some of the major brand crisesâ"and how to avoid making the same mistakes Shows brand marketers how to create brands that match their employers' objectives while launching their own careers If you're a business leader looking to set your brand up for the ultimate success, *Branding For Dummies* has you covered.

Book Information

Series: For Dummies

Paperback: 384 pages

Publisher: For Dummies; 2 edition (December 31, 2014)

Language: English

ISBN-10: 111895808X

ISBN-13: 978-1118958087

Product Dimensions: 7.4 x 0.7 x 9.3 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ" See all reviewsÂ" (1 customer review)

Best Sellers Rank: #515,923 in Books (See Top 100 in Books) #109 inÂ" Books > Business & Money > Marketing & Sales > Marketing > Product Management #1003 inÂ" Books > Business & Money > Marketing & Sales > Advertising #2901 inÂ" Books > Business & Money > Accounting

Customer Reviews

I am teaching a branding class at York College of PA this spring, and this will be the text.

[Download to continue reading...](#)

Branding For Dummies Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Volume 1) Branding: Distilled Illustrative Branding Iron Fists: Branding the 20th Century Totalitarian State Start Me Up!: New Branding for Businesses Motion Graphics in Branding Delicious Branding: Brand Identity Best Practices for Graphic Designers, Color Works: Right Ways of Applying Color in Branding, Wayfinding, Information Design, Digital Environments and Pretty Much Everywhere Else Archetypes in Branding: A Toolkit for Creatives and Strategists Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future The 22 Immutable Laws of Branding SharePoint 2013 Branding and User Interface Design Atomic Marbles and Branding Irons: Museums, Collections, and Curiosities in Washington and Oregon Fashion Branding Unraveled How to Start a Band: An Essential Guide to Starting a Band, Branding Your Style, Landing Gigs, and Attracting Fans - (How to Make a Band | How to Form a Band | How to Manage a Band) Packaging Design: Successful Product Branding From Concept to Shelf Twitter: Master Twitter Marketing - Twitter Advertising, Small Business & Branding (Twitter, Social Media, Small Business) The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand Introduction to Sourcing, Importing & Private Label Branding Products From China For .com Sellers: Building a branded product foundation for your ... to Sourcing From China Book 1)

[Dmca](#)