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BRANDING YOUR BUSINESS (PAPERBACK)



Kogan Page Ltd, United Kingdom, 2011. Paperback. Condition: New. Revised ed.. Language: English. Brand New Book ***** Print on Demand *****. The only way forward for business success is to create a memorable brand and fix it in the consumer s mind. Branding Your Business explains the whole branding process in easy-to-follow terms. Providing practical help instead of academic theories, it explains what a brand is and what it is not, how to conduct a DIY brand audit and...

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- Authored by James Hammond
- Released at 2011



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