



## Build a Brand in 30 Days: With Simon Middleton, the Brand Strategy Guru

By Simon Middleton

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Build a Brand in 30 Days: With Simon Middleton, the Brand Strategy Guru, Simon Middleton, You don't need a marketing degree or intensive training to build an attention-grabbing brand; you just need this book - and 30 days. Simon Middleton shows you how to create, manage and communicate your brand profoundly and effectively, in just 30 days, by following 30 clear exercises. How you work through the book is up to you, the result will be the same: an authentic, compelling, and highly distinctive brand that will attract and engage customers and fans. You will learn how to: Establish your brand values and positioning Get the all-important name right Bring your brand to life Turn your customers into your advocates Manage your PR and use your marketing budget wisely Inspire your staff to live the brand too Deal with problems when something goes wrong Branding isn't about funky logos and expensive advertising. Your brand is what your company means to the world. Getting that meaning right is the most important thing you can do in business. 'Passionate and persuasive, Simon Middleton has a natural instinct for uncovering the Wow!...



[READ ONLINE](#)  
[ 9.55 MB ]

### Reviews

*Definitely one of the better ebook I have possibly read through. It usually will not charge excessive. You wont feel monotony at anytime of your own time (that's what catalogues are for regarding if you check with me).*

-- Prof. Jean Dare

*These sorts of pdf is the greatest ebook offered. We have study and that i am sure that i will going to study once more once more in the future. Its been printed in an remarkably simple way and it is only after i finished reading through this pdf through which in fact transformed me, affect the way i believe.*

-- Mr. Dashawn Block MD