



Create The Perfect Brand Teach Yourself

Author :Paul Hitchens Julia Hitchens / **Category :**Business & Economics / **Total Pages :** 240 pages

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Summary : Free create the perfect brand teach yourself pdf download - do you see branding as the key to the success of your business but aren't sure where to start this book written by enthusiastic experts will help you to maximise your brand even in a downturn all aspects of branding are covered including brand creation and protection fascinating case studies of famous brands including the disaster stories nail their advice in the real world all aspects of branding are covered including - what is a brand and why it is heart soul and core of a business - brands in a recession including the success stories - methods to value a brand - brand focus - brand creation and structure - brand audience and brand vision -importance of creativity - brand implementation - personal branding - brand protection-trademark intellectual property - brand delivery throughout the book the authors include their own extensive experiences and guidance a multitude of fascinating case studies include harley davidson ikea aldi lego cadbury and the apple ipod plus the disaster stories such as woolworths and mfi are given throughout the book to nail the advice given in the real world even examples of branding behaviour such as susan boyle banks and mps are analysed not got much time one five and ten-minute introductions to key principles to get you started author insights lots of instant help with common problems and quick tips for success based on the author's many years of experience test yourself tests in the book and online to keep track of your progress extend your knowledge extra online articles at www.teachyourself.com to give you a richer understanding of computing five things to remember quick refreshers to help you remember the key facts try this innovative exercises illustrate what you've learnt and how to use it

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