



The Brand Advocate A Strategy-Driven Workbook

By William Nissim

iUniverse, Inc. Paperback. Book Condition: New. Paperback. 62 pages. Dimensions: 8.7in. x 6.0in. x 0.2in. What is a brand advocate and how do you become one Author Bill Nissim answers these questions and shows you how to become a successful brand advocate in the strategy-driven workbook, The Brand Advocate. In each chapter, Nissim unveils the essentials of branding while encouraging you to reflect on your current situation. More importantly, the book compels you to actively respond to his questions by means of an interactive approach. Nissim takes his accumulated professional experience and education in this field and condenses it into building blocks that help you create a powerful brand strategy for your organization. Topics include: The basics of branding Branding essentials Market analysis Traps and pitfalls ROI and other brand metrics And much more! In order to be successful, companies must elevate branding to a strategic position within the organization. The Brand Advocate will guide you through the steps of building a successful brand. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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