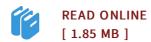




Practical Branding: Do It Yourself Tools and Techniques for Building a Powerful Brand Image

By David Domos

Createspace, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****. Practical Branding reveals how to. Make your company the brand of choice for prospective customers! Are you going to continue to wait for customers to walk through your doors? Or are you going to take control of your brand image and build a company that leaves prospective customers no choice but to think, you are the only company to buy the product or service from! Dominate your competition with easy to implement strategies! Many companies send their sales people out into the market with a message of me too, rather than why me. This book teaches you how to dominate your competition by positioning your company with what makes it unique. Put yourself in the customers position, if you see 10 salespeople and they all say their products do the same thing and fill the need in the same way, it then comes down to cost. Don t fall into this trap. Stop using the trial by error method of building business and finally get noticed in your market! These tried and true lessons are best practices used...



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