



Global Cause Marketing Future Proof Your Brand

By Robert Gordon

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 250 pages. Dimensions: 9.0in. x 6.0in. x 0.3in. What follows in the pages ahead is the competitive advantage you have been searching for. Let's take a few things as assumptions. You already have a great product. Clearly, in today's competitive business environment, there is no substitute for excellence of product, executive leadership and staffing, as well as providing top-notch customer care. That's all the price of admission to the business ballpark. This book starts assuming those are in place. If they're not, put this book down and go back to the beginning. If they are, let's move forward. Consider this the new marketing of the 21st century. Every company wants to do the same thing. Build a good strong name, sell lots of goods or services and future proof the company. Future proofing your company means building a company name that allows you to immediately put a new product on the shelves and have people buy it because they trust the name. Nike has done their job well. They built the name with lots of great image ads, however very few actually focus on a specific shoe or product....



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