



## How to Increase Reputation and Popularity: Applying Practical Brand Management Principles for Businesses and Individuals

By Aiden J Sisko

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.An exceptional business (or personal) brand goes beyond fancy words and advertising a repetitive motto. Brands go much deeper and create a relationship of trust and integrity which can only happen if there is an underlying belief system that puts the consumer (or other people) first by satisfying their needs and over-delivering on what they want! A brand shows the quality of what will be delivered to the consumers, and what they can count on. Table of contents Introduction Outline on what to expect A fortified personal brand is comprised of five components: What is a Business Brand? Why are brands so important to a business? Brands are especially important to any business because: Perception is reality Unique and distinct Relevant and important Consistent The Concept of a Personal Brand What are the key elements of a personal brand? Dimension #1 - Competencies Dimension #2 - Standards Dimension #3 - Style What Your Brand Promises Standards Style Your Brand s Platform Your Brand s Promise A good brand promise: How To Measure and Strengthen A Personal Brand Your...



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