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Unlabel: Selling You Without Selling Out

By Marc Ecko

BRILLIANCE AUDIO, United States, 2015. CD-Audio. Book Condition: New. Unabridged. 170 x 135 mm. Language: English . Brand New. Living proof that you can be a marketing and business whiz and still be a true artist. CNBC As instructive as it is innovative, Unlabel will empower you to channel your creativity, find the courage to defy convention, and summon the confidence to act and compete in any environment. This blueprint will teach you how to grow both creatively and commercially by testing your personal brand against the principles of the Authenticity Formula. Marc Eck shares the bruising mistakes and remarkable triumphs that reveal the truth behind his success, growing from a misfit kid airbrushing T-shirts in his parents garage to the bold creator of two hugely successful branded platforms Eck Unltd. and Complex Media. As Eck explains, it's not enough to simply merge your inner artist with business savvy you must understand the anatomy of a brand, starting with its authentic spine. With Unlabel, you will learn how to discover your own voice by overcoming fear and taking action, what it means to deliver on your promises, why failure is essential, how to understand how your product or service...

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