



Branded for Success: The Entrepreneur's Quick-Start Guide to Making a Profitable, Lasting Impression (Paperback)

By Jim Howard, Heather Kirk, Chris Howard

Morgan James Publishing, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book. Make a Lasting Impression? What is the secret weapon that multi-million-dollar corporations use and entrepreneurs and small-business owners often overlook or simply believe to be out of their reach? The power of branding is unparalleled. Major corporations spend billions of dollars every year on branding, yet entrepreneurs and small-business owners fail to see the need to take the time to properly brand their companies. As an entrepreneur or small-business owner, you face an arena of competition that is growing at a faster rate than ever before. Every day people are setting up shop for their home-based businesses on the Internet, giving them virtually unlimited reach in your marketplace. You must have a way to differentiate your company from everyone else. Proper branding can make your business stand out in the crowd. This book answers the questions most frequently asked by entrepreneurs and small-business owners about branding. It offers information that will allow you to make your mark, leave a Lasting Impression, and have your business become genuinely Branded For Success.



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