



Branding for dummies

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Electronic books

Monografía

Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local

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Contenido: Branding For Dummies; About the Authors; Authors' Acknowledgments; Contents at a Glance; Table of Contents; Introduction; Part I: Everything You Ever Wanted to Know About Branding; Part II: Building a Brand, Step-by-Step; Part III: Launching Your New Brand; Part IV: The Care and Feeding of Your Brand; Part

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