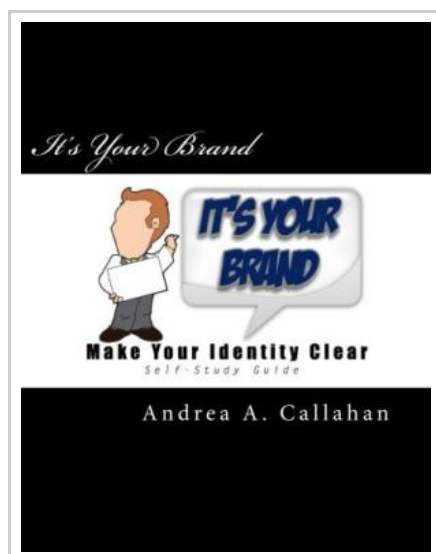




It's Your Brand: Make Your Identity Clear (Paperback)

By Andrea A. Callahan

Createspace, United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Discover your Essence; Design Your Image; Establish Your Trademark; Implement An Action Plan; Leave a Legacy of Business Excellence. Designing a Uniquely Dynamic Brand that Exemplifies Your Passion Purpose You are your brand and your brand is you. Your brand is the vehicle that propels your service into your client's lives and into their hearts. A great brand is more than attractive graphics and some witty type. Your brand must reflect the heart and soul of your products, as well as offer a promise of excellence that you can live up to. When you complete this course you will have a robust, compelling and appealing, brand uniquely positioned to attract the client's that are most likely to be excited about buying from you.



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