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Brand Power for Small Business Entrepreneurs: Breakout Brand, Positioning, and Profit Strategies to Drive Revenue Growth (Paperback)

By Renee T Walker

Renee Walker Associates LLC, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. In *Brand Power for Small Business Entrepreneurs: Breakout Brand, Positioning, and Profit Strategies to Drive Revenue Growth*, brand whiz and communications expert Renee Walker demystifies branding and provides a smart, laser-focused, no-nonsense blueprint with practical solutions and translatable big business ideas for aspiring or seasoned business owners. If you're clueless about how to successfully market your products or services and generate purchase-ready customer leads, this is a must-read to fuel your business. *Brand Power for Small Business Entrepreneurs* gives you the strategies, tools, and techniques successfully employed by highly credible, powerful, and profitable global companies to harness your brand power, create your competitive advantage, and propel your business to new heights without breaking your bank account. You will discover the secrets to building, enhancing, and leveraging a breakout brand; the eight deadly brand faux pas, mistakes, and missteps that damage and diminish your brand value; and, the game changers, business accelerators, and proven strategies to enhance your business success. And you will receive much more, including access to templates and worksheets.



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