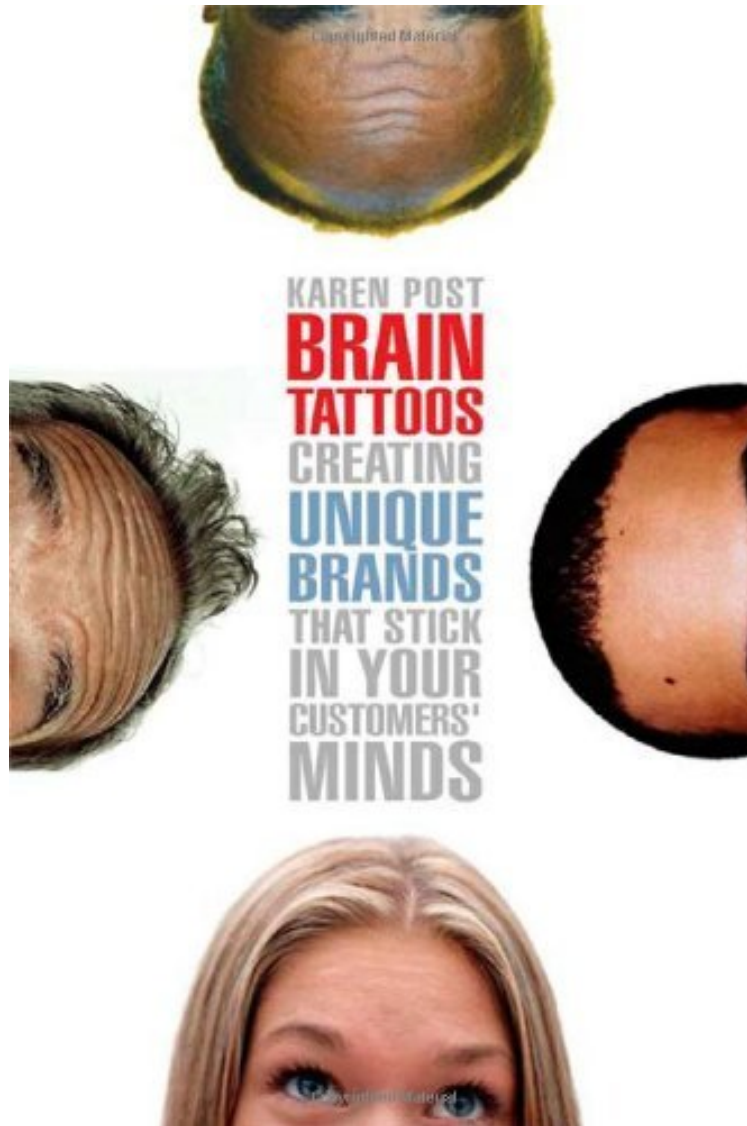


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Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds

Karen Post

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Karen Post : Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brain Tattoos: Creating Unique Brands That Stick in Your Customers' Minds:

0 of 0 people found the following review helpful. Many dog-eared pages in my copy of Brain Tattoos By Bernard Borges Brain Tattoos is an excellent read! Karen Post does an excellent job of explaining the importance of building a brand with a ton of real-world, practical methods to do it. She offers useful resources like comprehensive Tattoo tests,

which are detailed questionnaires to serve as a "brand checkup." She offers unique tests for B2B and B2C brands, as well as for your personal brand. Additionally, she provides a brand planning workout exercise that requires you to think about many aspects of your brand. This is not a book you speed read. I read it slowly to absorb it all. My copy has many dog-eared pages. This book is not in my library sitting on a shelf. It's on my desk within reach for easy access. I will refer to it often in my ongoing brand building strategy and recommend it to my clients as well. 0 of 0 people found the following review helpful. Brain tattoos essential reading for brand development ideas By J. Crowe Crazy title but essential advise for any one thinking about creating a brand identity on the web or other media. Good advice on protecting the brand and logo and how to present brand images that stick. 0 of 0 people found the following review helpful. In my experience as an entrepreneur, the vast majority ... By The Mister In my experience as an entrepreneur, the vast majority of books about branding are made up of 2 parts marketing jargon and 1 part empty promises. Yoursquo;re always told that, after you finish this book, your worldview will be turned on its head. 9 times out of 10, this doesn't turn out to be the case. Enter Karen Post! Not only has she helped built up the brands of dozens of famous companies, she has also built her own as the "Branding Diva". After just a few pages, I knew that she actually knows what she is talking about. Her experience shines through, but it is her writing that really makes this book compelling. She avoids confusing insider terms and delivers a practical guide that is, above all, actually readable! After finishing this book, you will walk away with one inescapable conclusion. Karen Post is a person who KNOWS branding.

"Effective branding depends on the ability to leave a lasting (and positive) impression in the mind of the target audience. Brain Tattoos offers a practical approach -- no complicated theories, marketing jargon, or unnecessary babble -- that lets any business take its brand to the next level. Packed with tools that help readers identify their brand's purpose, personality, promise, and point of difference, Brain Tattoos will help readers: * Develop the courage to break the mold and become truly distinct * Discover ways to enlist customers and others as "brand ambassadors" * Grasp their brand's essence * Master brand building on any scale in any industry * Learn how to identify and use the most effective methods of brand communication * Learn how to leverage limited resources creatively Filled with creative ways to maximize market impact, Brain Tattoos is a true "how-to" book written with in-the-trenches business and marketing people in mind."

"Hands-on marketing help from a guru who lives what she preaches!" -- Seth Godin, author, Free Prize Inside
"This book is brands-on action. Karen Post will show you a new way to make your phone ring with qualified prospects, convert them to sales, and add value to your operation." -- Jeffrey Gitomer, author, The Sales Bible
"Karen Post knows branding. From her own business identity -- the Branding Diva -- to her work with companies such as American Express, Bank of America, and Pepsi, Post's insights and experiences are fun and productive, and eminently applicable. The book's questionnaires, tattoo tests, and tool kits are useful tools to help business leaders and innovators rethink their personal and organizational brands and practices. Whether you're an internal Brand Ambassador or an external Brand Warrior, Brain Tattoos will help you improve and increase the impact of the mental imprints made by your business and your work." -- Heath Row, Editorial and Community Director, FastCompany.com
"Your brand will be so strong, customers won't be able to get it out of their heads! A solid brand leaves a positive impression in the customer's mind, but the impression made by an exceptional brand is virtually indelible. With Brain Tattoos, you will learn exactly how to make your brand truly distinct and unforgettable. Karen Post isn't going to waste your time with complicated theories or unnecessary marketing jargon. She is going to show you how to maximize your brand's impact, with proven ideas and the practical tools she has used to help her best clients dominate their markets!"
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Karen Post, The Branding Diva, is a consultant on branding issues. For more than 20 years, she has provided strategic branding counsel and programs for organizations, associations, and individuals. Monthly, she writes a monthly column for Fastcompany.com, and produces BrandBites, a monthly fast brain-food fix on branding matters. She lives in Tampa, Florida.
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