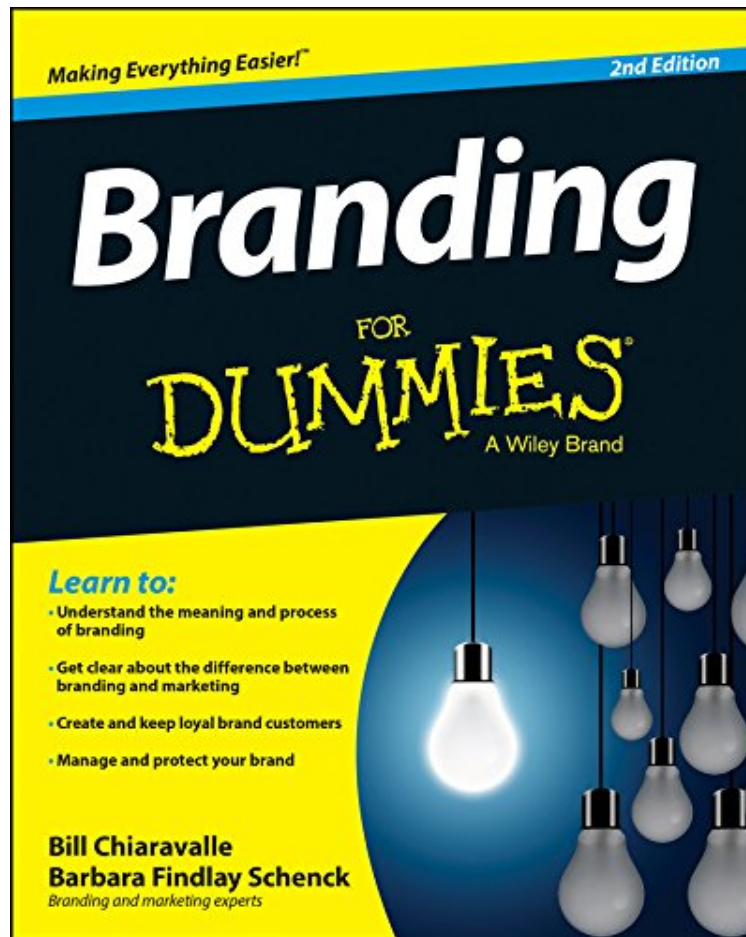


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# Branding For Dummies

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**Bill Chiaravalle, Barbara Findlay Schenck : Branding For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Branding For Dummies:

4 of 4 people found the following review helpful. My copy is worn out!By Rebekah GMy copy of Branding for Dummies is sitting on my desk, even as I write this review. It's dog-eared and marked up with a yellow highlighter. I've purchased copies for friends, and made reading it an assignment for my clients.I am the business manager for a best selling technology author who happens to be my husband. When he decided I should become his business manager, I needed to get up to speed pretty quickly on what branding meant. Branding for Dummies helped me sort it all out.Now, I've expanded my career and consult with other small business owners. On more than one occasion, I have advised them to read Branding for Dummies. I can't tell you how grateful they were because of the hundreds, possibly thousands, of dollars they saved. They were getting off on the wrong foot, spending money unnecessarily, and doing things in the wrong order. More importantly, they gained an understanding of the six P's of the branding cycle: Product, Position, Promise, Presentation, Persistence, and Perception.What are brands, anyway? Brands are promises. Remember this, (and get a copy of Branding for Dummies), and you're well on your way to branding

success!1 of 1 people found the following review helpful. Five StarsBy LEN REDMONHelpful book7 of 7 people found the following review helpful. Branding For Dummies Packed With Usable InformationBy Marilyn ParmeleeBranding for Dummies is packed with user friendly information. There are a lot of tips on how to brand your company, whether it is a "brick and mortar" company or an online business. It gives you a "step-by-step" solution and includes everything you need to know to build your brand.Step 1: Decide what you're going to brand.Step 2: Do your research.Step 3: Position your product or service.Step 4: Write your brand definition.Step 5: Develop your name, log, and tagline.Step 6: Launch your brand.Step 7: Manage, leverage, and protect your brand.Step 8: Realign your brand to keep it current.The book gives you all the information you need to follow the steps, as well as how to evaluate your progress.The only thing that disappointed me was the lack of a tear out sheet to help guide you when going through the process. I highly recommend this book.Marilyn ParmeleeAuthor of Hearing God's Voice For Yourself, A Beginners Guide

Discover how brands are created, managed, differentiated, leveraged, and licensedWhether your business is large or small, global or local, this new edition of Branding For Dummies gives you the nuts and bolts to create, improve, and maintain a successful brand. It'll help you define your company's mission, the benefits and features of your products or services, what your customers and prospects already think of your brand, what qualities you want them to associate with your company, and so much more.Packed with plain-English advice and step-by-step instructions, Branding For Dummies covers assembling a top-notch branding team, positioning your brand, handling advertising and promotions, avoiding blunders, and keeping your brand viable, visible, and healthy. Whether you're looking to develop a logo and tagline, manage and protect your brand, launch a brand marketing plan, fix a broken brand, make customers loyal brand championsmdash;or anything in betweenmdash;Branding For Dummies makes it fast and easy.Includes tips and cautionary advice on social media and its impact on personal and business branding programsCovers balancing personal and business brand developmentReferences some of the major brand crisesmdash;and how to avoid making the same mistakesShows brand marketers how to create brands that match their employers' objectives while launching their own careersIf you're a business leader looking to set your brand up for the ultimate success, Branding For Dummies has you covered.

"Branding For Dummiesnbsp;is newly updated and covers everything from explaining that you likely have a brand (even if you think you don't) to branding in the digital age and using social media to engage with your customers. There are lists galore, including one to see if your brand is aging and in need of revitalizing and another to help you write a brand launch marketing plan." -Small Business Forum web.comFrom the Back CoverLearn to: Understand the meaning and process of branding Get clear about the difference between branding and marketing Create and keep loyal brand customers Manage and protect your brand Create, improve upon, and maintain a successful brand Branding is a red-hot topic, and for good reason: it paves the way for marketing success. Whether you want to build a new brand, strengthen an established brand, or repair a broken brand, this hands-on guide helps you define your desired brand image and leads you through the entire branding process. So what are you waiting for? Take control of your brand today! Gain your branding bearings mdash; gear up with easy-to-follow step-by-step instructions for building a brand from the ground up, improving an existing brand, or repairing a damaged brand If you build it... mdash; tips and templates for defining and positioning your brand, putting your brand identity into words, naming your brand, and designing your logo and tagline Branding for the win mdash; launch (or re-launch) your brand, cover your bases in a digitally connected world, engage your audience on social media, and advertise, promote, and publicize like a pro Love and loyalty mdash; cultivate brand followers and loyalists, value and leverage your brand, and find tips for examining your brand's health and conducting a makeover Avoiding or repairing brand damage mdash; find helpful info for claiming, protecting, and defending your brand ndash; legally and through usage Open the book and find: What, how, and when to brand Tips to help define your brand character and voice Advice for building business, product, and personal brands The best ways to ignite customer passion How to fix a broken brand The importance of reacting quickly if your brand is threatened Ten branding mistakes to avoid Top branding truths to remember Access to bonus online material About the AuthorBill Chiaravalle served as Creative Director with world-renowned brand strategy and design firm Landor Associates before founding Brand Navigation, which has been honored with numerous branding, design, and industry awards. Barbara Findlay Schenck is a nationally recognized marketing specialist and the author of several books, including Small Business Marketing Kit For Dummies.