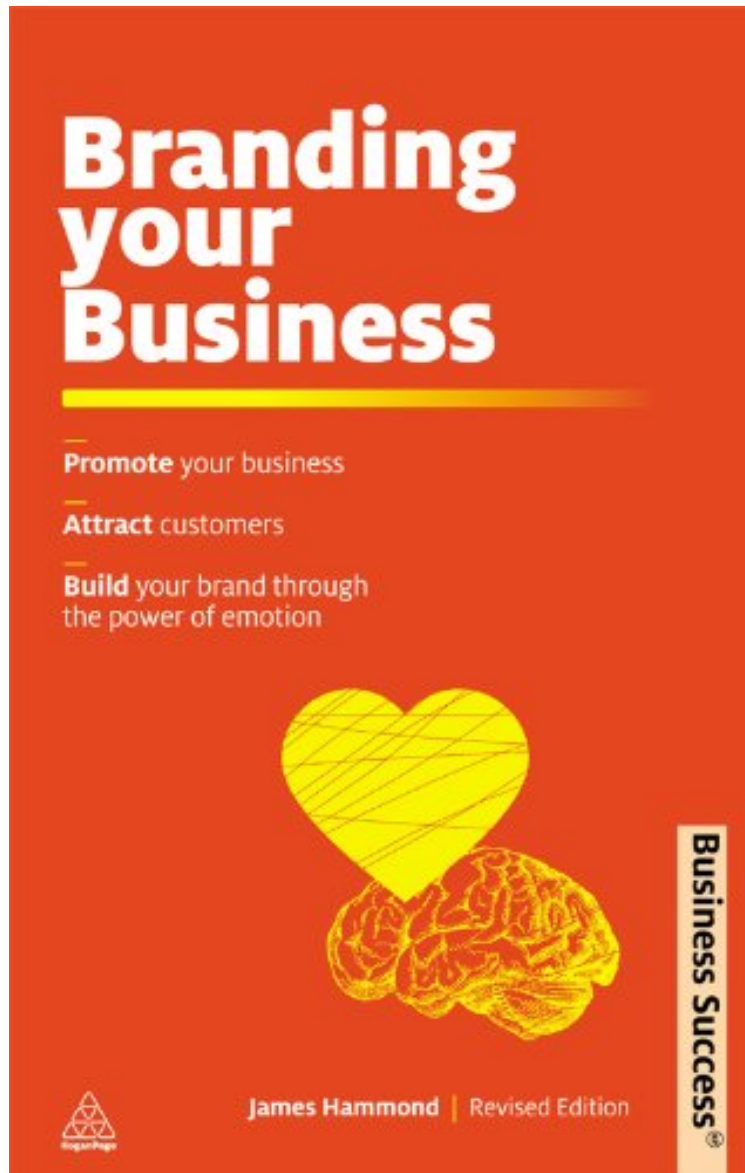


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Branding Your Business: Promote Your Business, Attract Customers and Build Your Brand Through the Power of Emotion (Business Success)

James Hammond

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The only way forward for business success is to create a memorable brand and fix it in the consumer's mind. Branding Your Business explains the whole branding process in easy-to-follow terms. Providing practical help instead of academic theories, it explains what a brand is and what it is not, how to conduct a 'DIY' brand audit and how to use marketing NLP and psychology principles to create a powerful brand for your business. Based around the theory that a brand is the total perception a customer has about a company, its products or services, Branding Your Business will reveal what is needed to create and manage successful brands, increase profits and leave the competition standing.