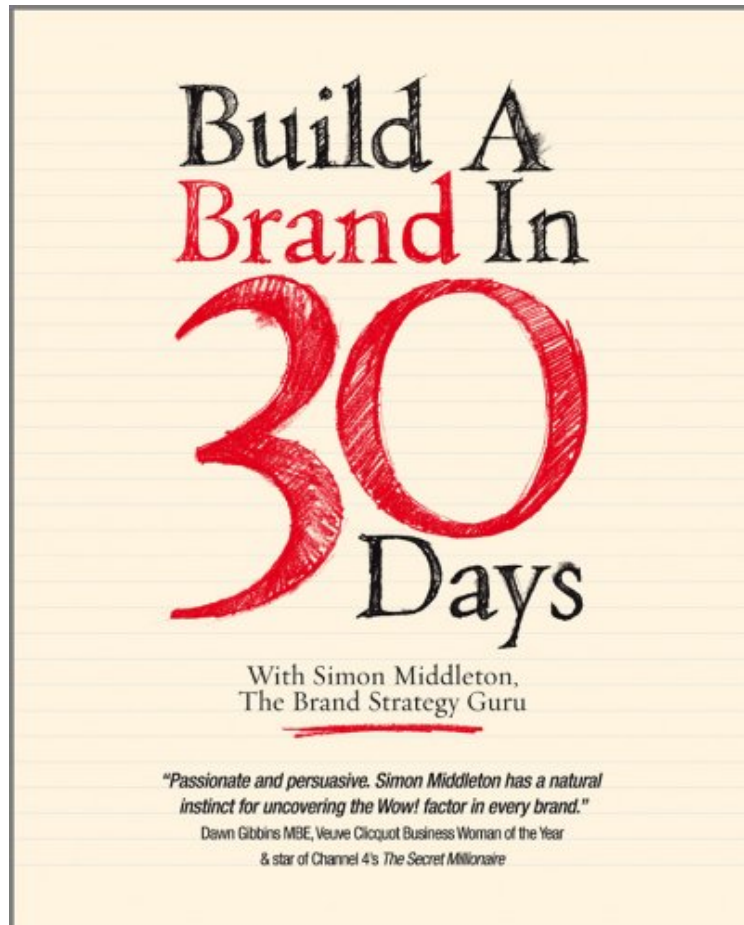


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## Build a Brand in 30 Days: With Simon Middleton, The Brand Strategy Guru

*Simon Middleton*

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**Simon Middleton : Build a Brand in 30 Days: With Simon Middleton, The Brand Strategy Guru** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Build a Brand in 30 Days: With Simon Middleton, The Brand Strategy Guru:

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activity each day for a month. But, even if you decide to stretch the 30 days to three months or more, he does explain how to get the job done. And it costs a lot less than hiring an agency or consultant. getAbstract recommends Middleton's advice, if not the exact timing of his process.0 of 0 people found the following review helpful. A Great Introduction To The Subject Of BrandingBy N. M. ComfortSimon Middleton's Book - Build A Brand In 30 Days is a great introduction to the subject of Branding. It is easy to read, jargon free, and full of easy to understand relevant examples and case studies. Branding is a critical area in the success of any business and Simon's book brings the subject to life. It also keeps it nicely relevant to even the smallest of brands or start-up businesses. He makes it clear that anyone can build a brand, and helps the reader to think clearly and strategically about the subject. By the time you get to the closing chapters you will have a great set of tools to help you steer and grow your brand, as well as some thought provoking insights to consider, and some cutting edge brands to follow and learn from.Well worth a read and great value for money.Norman ComfortBuild a Brand in 30 Days: With Simon Middleton, The Brand Strategy Guru

You don't need a marketing degree or intensive training to build an attention-grabbing brand; you just need this book - and 30 days. Simon Middleton shows you how to create, manage and communicate your brand profoundly and effectively, in just 30 days, by following 30 clear exercises. How you work through the book is up to you, the result will be the same: an authentic, compelling, and highly distinctive brand that will attract and engage customers and fans. You will learn how to: Establish your brand values and positioning Get the all-important name right Bring your brand to life Turn your customers into your advocates Manage your PR and use your marketing budget wisely Inspire your staff to live the brand too Deal with problems when something goes wrong Branding isn't about funky logos and expensive advertising. Your brand is what your company means to the world. Getting that meaning right is the most important thing you can do in business. 'Passionate and persuasive, Simon Middleton has a natural instinct for uncovering the Wow! factor in every brand.' Dawn Gibbins MBE, Veuve Clicquot Business Woman of the Year and Star of Channel 4's The Secret Millionaire

lays out [all] the right questions for anyone launching a brand. (Director, June 2010).From the Back CoverYou don't need a marketing degree or intensive training to build an attention-grabbing brand; you just need this book - and 30 days. Simon Middleton shows you how to create, manage and communicate your brand profoundly and effectively, in just 30 days, by following 30 clear exercises. How you work through the book is up to you, the result will be the same: an authentic, compelling and highly distinctive brand that will attract and engage customers and fans. You will learn how to: Establish your brand values and positioning