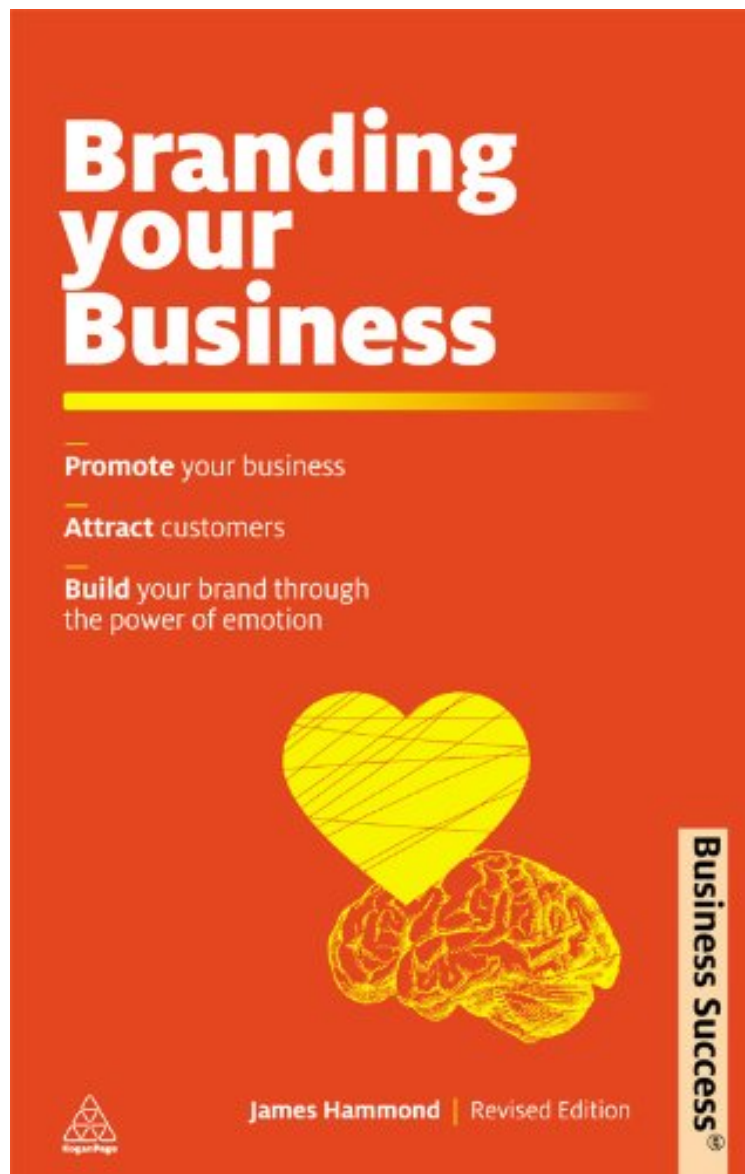


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Branding Your Business: Promote Your Business, Attract Customers and Build Your Brand Through the Power of Emotion (Business Success)

James Hammond

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0 of 0 people found the following review helpful. Branding your business - nothing new on the horizonBy FranciscoUnfortunately the book of James Hammond did not meet my expectations. With the exception of some sections and some well-chosen examples, the book presents a framework called "Brand Halo", which is nothing more than an accumulation of clichés without any practical content. It is a book with a lot of talk but little substance.0 of 0 people found the following review helpful. Four StarsBy bobi am still reading this book,i have a bunch to read,so far book is informative.0 of 1 people found the following review helpful. Branding made easyBy cbehalIn this book James Hammond takes the concept of branding and makes it easy to understand. There is a lot of technical jargon surrounding branding, but he makes it easy for small businesses to find their identity and associate a brand with that to make them more efficient and more successful. Even though I'm only half way through he has already helped to revolutionize how I think about who I am and want to be as a business.

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.