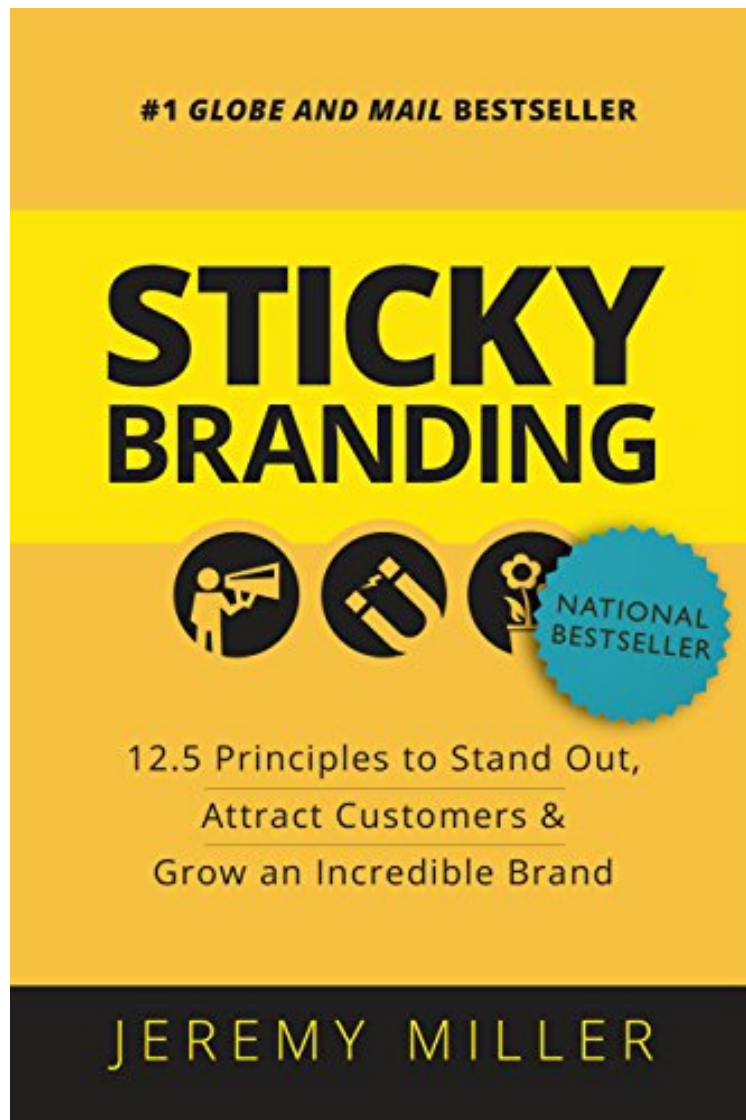


(Mobile ebook) Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand

Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand

Jeremy Miller

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Jeremy Miller : Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand:

0 of 0 people found the following review helpful. Meme-friendly Guide to Branding in the New EconomyBy Kindle CustomerFrom the SmallBizTrends.com Review:Sticky Branding definitely seeks to be a sticky brand with its meme-

friendly content. If you are a fan of simple marketing phrases (‘Punch Outside Your Weight Class’ is an example from the book), this book is full of them. Quite a bit of the advice repeats a lot of branding advice that other branding gurus offer, but there are important parts of the content that stand out. Those parts feature experience-based advice and recommendations provided by the author. Jeremy Miller goes a little further than most branding books by actually delving into the process, rather than the principle. In an early part of the book, he describes how a logistics company transitioned from a general company to an industry leader in retail and fashion. The process took over 18 months involving lay-offs, turning away paying clients, and seeking to develop relationships with new ones. Most branding books won’t tell you that. Miller describes this period of low sales and redefinition as ‘Sales Purgatory’ and describes how to survive it based on this case study. Two additional features of the book that are particularly helpful include the author’s use of case studies and end-of-chapter activities. Miller selects a variety of businesses, big and small to demonstrate his principles. The activities provided at the end of each section are tailored for easy (surprisingly simple) implementation. Most involve creating a list or reviewing some aspect of your brand with an eye on a particular attribute. While simple, these activities highlight things most owners overlook when trying to improve their branding. Sticky Branding provides valuable recommendations for businesses of any size who want to re-evaluate their brands. Branding is a global activity for everyone now. It is particularly useful for small businesses, because it focuses mostly on low-budget branding activities. It is ideal for a small business owner who is familiar with the concept of branding, but doesn’t have the budget to implement large-scale efforts like the big-name businesses. As mentioned above, it is a bit meme-friendly. But the book’s experience-backed and insightful advice can be extremely helpful in looking for areas to assess when branding. Once you find that your business is devoted to the branding process, Sticky Branding provides quite a few answers to the ‘what areas of my branding should I be paying attention to and why?’ question.

3 of 3 people found the following review helpful. Tons of research, tons of examples, easy to read. By Jessica This book really resonated with me. It’s extremely well balanced between being heavily researched and being easy to read. Lots of real-world examples, and lots of practical advice that anyone can put to use right away. I think this is a must-read for any business owner who is trying to reach the next level.

1 of 1 people found the following review helpful. A MUST Read! By JJI can provide and update when I complete the book but so far it is an easy read full of great information. I love how it stops after each chapter and breaks down how to implement each principle into your business. It is geared towards small to mid size businesses which is the majority of US businesses.

Stand out, attract customers and grow your company into a sticky brand. Sticky Branding provides practical, tactical ideas of how mid-market companies — companies with a marketing budget, but not a vast one — are challenging the status quo and growing sticky brands.

"This book is no academic tome written for big business. Jeremy Miller shows entrepreneurs how to succeed because he's done it himself in his own company." -David Meerman Scott, marketing strategist and author of *The New Rules of Marketing and PR*