



The book was found

How To Launch A Brand: Your Step-by-Step Guide To Crafting A Brand: From Positioning To Naming And Brand Identity



Synopsis

This audiobook will guide you through the steps necessary to build a brand from the ground up:
Step One (Chapter One): Create a brand platform Step Two (Chapter Two): Devise a brand name
Step Three (Chapter Three): Design your brand's identity Step Four (Chapter Four): Craft your brand atmosphere touch points
Most entrepreneurs, even seasoned brand managers, launch first and then work on slowly transforming the new offering into a brand. A logical progression, I would agree. After all, how can you possibly launch as a brand if you don't have any customers or marketing outreach and - obviously, since you just launched a new offering - you have no legacy or advocates? The simple answer is by design. Design relates to the systematic process you have to adhere to, which is likely the primary reason you have sought to listen to this book. In addition though, design truly holds the key to the success of your new brand. It will set your offering apart to look, feel, and sound like a brand at the time of launch, as opposed to something that might or might not have the power to eventually turn into a brand. This audiobook will teach you how to launch your brand by design. I share expert insights based on two decades of professional experience transforming new product and service ventures from ideation phases to tangible brand realities. Each of the key phases of preparing for a brand launch are broken down into practical guidelines designed to help you make the right branding decisions along the way.

Book Information

Audible Audio Edition

Listening Length: 2 hours and 29 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Brandtro

Audible.com Release Date: June 28, 2016

Language: English

ASIN: B01HN3A6AA

Best Sellers Rank: #31 in Books > Audible Audiobooks > Arts & Entertainment > Design #62 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #2996 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

[Download to continue reading...](#)

How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity
How to Launch a Brand (2nd Edition - Trade): Your Step-By-Step Guide to

Crafting a Brand: From Positioning to Naming and Brand Identity Crafting: 365 Days of Crafting: 365
Crafting Patterns for 365 Days (Crafting Books, Crafts, DIY Crafts, Hobbies and Crafts, How to Craft
Projects, Handmade, Holiday Christmas Crafting Ideas) Crafting: The Top 300 Best Crafts: Fun and
Easy Crafting Ideas, Patterns, Hobbies, Jewelry and More For You, Family, Friends and Holidays
(Have Fun Crafting ... Woodworking Painting Guide Book 1) Get Started in Leather Crafting:
Step-by-Step Techniques and Tips for Crafting Success Before the Brand: Creating the Unique
DNA of an Enduring Brand Identity Crafting and Executing Strategy: Concepts and Readings
(Crafting & Executing Strategy: Text and Readings) Crafting & Executing Strategy: The Quest for
Competitive Advantage: Concepts and Cases (Crafting & Executing Strategy: Text and Readings)
Getting Started with 3D Carving: Five Step-by-Step Projects to Launch You on Your Maker Journey
Crafting Your Brand Private Label Empire: Build a Brand - Launch on FBA - The Perfect
Home-Based Business to earn \$1000 to \$20000 per Month (FBA, FBA ... Physical Products,
Private Label, FBA) Private Label Empire: Build a Brand, Launch on FBA Queer Threads: Crafting
Identity and Community Recovering the Sacred: The Power of Naming and Claiming Naming and
Necessity Naming Grace: Preaching and the Sacramental Imagination Naming Nature: The Clash
Between Instinct and Science Understand Basic Chemistry Concepts: The Periodic Table, Chemical
Bonds, Naming Compounds, Balancing Equations, and More Naming God: Avinu Malkeinuâ "Our
Father, Our King (Prayers of Awe) Names on the Land: A Historical Account of Place-Naming in the
United States (New York Review Books Classics)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)