



Create the Perfect Brand: Teach Yourself (Paperback)

By Paul Hitchens, Julia Hitchens

Hodder Stoughton General Division, United Kingdom, 2010. Paperback. Book Condition: New. 198 x 128 mm. Language: English . Brand New Book ***** Print on Demand *****.The Chartered Management Institute s e-book of the year by public vote! Is this the right book for me? Do you see branding as the key to the success of your business but aren t sure where to start? This book, written by enthusiastic experts, will help you to maximize your brand, even in a downturn. All aspects of branding are covered including brand creation and protection. Fascinating case studies of famous brands, including the disaster stories, nail their advice in the real world. All aspects of branding are covered including: - what is a brand and why it is heart, soul and core of a business - brands in a recession, including the success stories - methods to value a brand - brand focus - brand creation and structure - brand audience and brand vision - importance of creativity - brand implementation - personal branding - brand protection- trademark, intellectual property - brand delivery Throughout the book the authors include their own extensive experiences and guidance. A multitude of fascinating case studies include Harley...



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The Magical Animal Adoption Agency Book 2: The Enchanted Egg (Paperback)

Hyperion, United States, 2016. Paperback. Book Condition: New. Alexandra Boiger (illustrator). 198 x 129 mm. Language: English . Brand New Book. There s a new resident at the Magical Animal Adoption Agency-but this one hasn t hatched yet! Mr. Jams brought home...



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AUTHORHOUSE, United States, 2006. Paperback. Book Condition: New. 274 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.THE KEY TO MY CHILDREN SERIES: EVAN SEYEBROWS SAY YES is about a three year old little boy who...



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Hachette Children s Group, United Kingdom, 2014. Paperback. Book Condition: New. 196 x 128 mm. Language: English . Brand New Book. Someone is following Alice. She s sure it s her sister s murderer, but her parents think she s cracking under...



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Dover Publications Inc., United States, 2013. Paperback. Book Condition: New. Reprinted edition. 202 x 128 mm. Language: English . Brand New Book. For lucidity and compactness of style, James s short novels, or nouvelles, are shining examples of his genius. Few other...