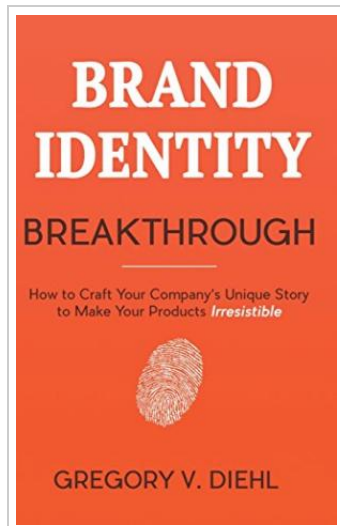



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## Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible (Hardback)

By Gregory V Diehl

Identity Publications, 2017. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Does your business have a story to tell? It should! From the moment you first opened your doors, you began crafting it. With every new product you release, you carve out an even more unique niche in your industry. This all builds up to one thing--brand identity. Does yours stand out from the crowd? With a decade of experience studying businesses across the world, Diehl has unlocked the key to creating innovative brand identities and distinct business stories. In Brand Identity Breakthrough, you and your small business will learn how to develop a strong brand identity by combining your personality and values with the functionality of your products, becoming an irreplaceable brand and company. Whether you lead a growing company, or are just starting out, Brand Identity Breakthrough will give you a smarter way to think about product development flow, branding, brand mapping strategy, and business model generation. With proven, and well-organized logic, it will set you on the path to selling more--and at higher prices--giving the customers exactly what they want and sending your profits through the roof. In Brand Identity Breakthrough, you...



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