


[DOWNLOAD](#)


The Innovative Brand: How to Build Your Own Marketing Niche (Paperback)

By Marshal D Carper

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Business owners are under constant pressure to compete. Intuitively, they know that differentiation is a competitive advantage. You can't sell the same product in the same way and expect to unseat the industry leader. Instead, you have to be different. You have to carve a new niche, breaking new ground where you are in the best position to compete. But when it comes to marketing, the tendency is to fall back on the same old strategies and tactics that everyone else in the space is using. These approaches aren't necessarily bad, but they tend to position you to compete head-on with more established competitors who have the first-mover advantage and may even be in a position to simply outspend you. The Innovative Brand gives you a step-by-step process for leveling the playing field. Learn how to build on the foundation of marketing best practices while at the same time creating your own marketing niche, a side door that is less crowded by competitors and gives you a more impactful way to connect with your target audiences. This book gives you...


[READ ONLINE](#)

[1.61 MB]

Reviews

Basically no phrases to clarify. It really is rally fascinating throgh reading time. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Anabel Zemplak**

Complete information for publication fans. Better then never, though i am quite late in start reading this one. Its been written in an extremely straightforward way in fact it is just soon after i finished reading this ebook in which basically altered me, change the way i believe.

-- **Ellie Stark**