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FINDING BRAND: THE BRAND BOOK TUTORIAL (PAPERBACK)



Paradux Media Group, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Brands are defenseless. We wipe our feet on them, we throw them in the trash, and we don't have the patience to let them grow to be all they can be. That leads to us cheating on them and setting our businesses up for failure. Successful businesses know that brands need protection, love, and understanding. For smart businesses that...

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- Authored by Tisha R Oehmen
- Released at 2013



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