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BRAND CALLED YOU: MAKE YOUR BUSINESS STAND OUT IN A CROWDED MARKETPLACE



McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Brand Called You: Make Your Business Stand Out in a Crowded Marketplace, Peter Montoya, Tim Vandehey, The international bestseller-now updated for an even bigger, brand-savvy market Self-published in 2005, this step-by-step guide for professionals looking to develop a strong company brand has become an international sensation, selling more than 65,000 copies worldwide and hitting #3 on Japan's business bestseller list. This invaluable guide teaches you the vital principles and skills...

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- Authored by Peter Montoya, Tim Vandehey
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