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Brain-Ding the Strategy: A Successful Marketing Plan Has to Include Brain-Ding as the Ultimate Strategy

By Francisco J Serrano

Francisco J. Serrano, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Do you really want to invest time and money in marketing efforts that will drain your energy and your budget? Have you tried to do BRANDING with no tangible success? If you already have a brand, if you have ideas in mind, or if you don't have any idea about brands at all, this book is for you. It is a simple window to the vast world of brands, branding and BRAIN-DING. Everybody wants to build a sustainable business, in order to do so you need to BRAND IT and after that look to connect with your target audience through BRANDING and once that emotional connection is there you should nurture it and keep it actual. This book is not only a theoretical study of branding, but also a collection of experiences the author offers us as a practical and introductory guide to survive in a market that is getting more and more competitive. In this short read, he narrates everything from his story to the most recent and successful formulas of this unceasing activity,...



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