

Global Cause Marketing Future Proof Your Brand

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Reviews

This ebook may be worth a read, and far better than other. It is among the most incredible ebook i have read. You will like the way the article writer publish this publication. (Candace Raynor)

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Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 250 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.What follows in the pages ahead is the competitive advantage you have been searching for. Lets take a few things as assumptions. You already have a great product. Clearly, in todays competitive business environment, there is no substitute for excellence of product, executive leadership and staffing, as well as providing top-notch customer care. Thats all the price of admission to the business ballpark. This book starts assuming those are in place. If theyre not, put this book down and go back to the beginning. If they are, lets move forward. Consider this the new marketing of the 21st century. Every company wants to do the same thing. Build a good strong name, sell lots of goods or services and future proof the company. Future proofing your company means building a company name that allows you to immediately put a new product on the shelves and have people buy it because they trust the name. Nike has done their job well. They built the name with lots of great image ads, however very few actually focus on a specific shoe or product. While Nike has done it with big ad spending another shoe company has done it without the big media buys. Toms, the start up shoe company who basically took Asian workers soft shoes and put them on the feet of men and women in some of the most trendy and fashionable neighborhoods in America, selling them for 40 and up a pair. We hear this about Toms all the time: I dont wear these shoes because they look beautiful or they are the best things for my feet. I wear them because I like what the company is about. Basically...

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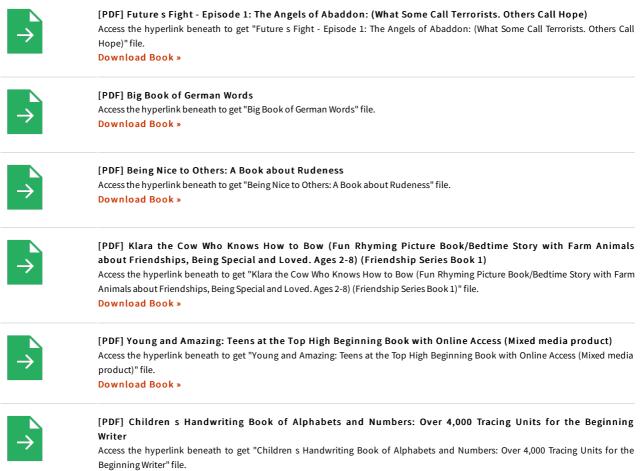
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