



The Branding Sutra: The Principles of Branding for the Business of Life

By Merry Carole Powers

North Loop Books, United States, 2016. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. Why should you be any less successful than a cornflake? Unlike breakfast cereals, hand soaps and the thousands of other copycat creations enjoying notoriety and pulling in huge sums of money in our world, human beings are not parody products. We are one-of-a-kind, limited edition originals. Mary Carole Powers, writer, creative director, and corporate social responsibility consultant with more than 20 years of experience creatively stewarding global brands, has taken the six core building blocks every multi-billion-dollar brand is built upon and reapplied these success principles from products to people. Join her on the corner where business acumen meets spiritual insight and take a journey that transforms the discipline of branding from a sales tool into a life tool. One that can position you to pinpoint your unique value and put it into action to create a business, relationship, and life that brings you success on the truest levels. After all, if a cornflake can do it, why not you? .



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