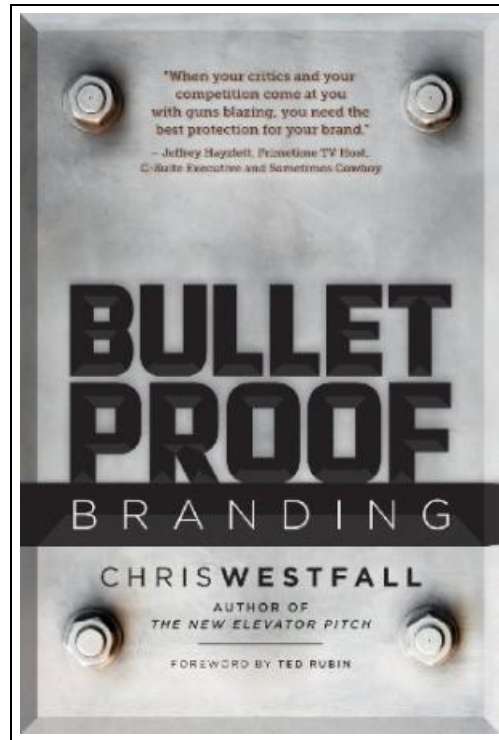


Bullet Proof Branding



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What's the new code exactly, for the branding conversation? Who controls it? Going beyond social, your message has to create a consistent message - so that your URL matches up with IRL (in real life). The balance of power has shifted, and you have to understand how to influence your brand across all platforms. With a fresh perspective from executive leaders at Cargill, Cisco, The Huffington Post and many more, BulletProof Branding is the hold-your-handbook for redefining your brand strategy in the digital age. Whether you are a solopreneur or an executive at a multi-national corporation, you will find strategic guidance and a new definition of best practices, based on Chris Westfall's research and insights. Your branding is either good or bad - there's no opt out of branding. Not for companies. Not for individuals. Either you're bulletproof, or you're not. When it comes to your branding, you've got to have a message that cuts through the noise. Bullet Proof Branding shows you how to create the conversation you need, whether you're branding a person, product or idea. While it's true that the customer is more empowered than ever, you still have the ability to influence, and create a bullet proof brand. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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