

Bigger Than This: How to Turn Any Venture Into an Admired Brand (Paperback)



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Reviews

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(Janelle Kub PhD)

BIGGER THAN THIS: HOW TO TURN ANY VENTURE INTO AN ADMIRE BRAND (PAPERBACK)



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Brandtro, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. What do brands like Planet Fitness, Everlane, and Bombas all have in common? They re capturing peoples emotions and winning customers hearts. And they are based on commodity products or services. Following the success of his #1 bestselling book, How to Launch a Brand, acclaimed brand strategist Fabian Geyhalter is back with an enlightening new book that digs deep into today s new world of brand creation. Bigger Than This challenges companies - from startups to Fortune 100s - to (re)discover their spark and connect with today s consumers on a deeper level. In Bigger Than This, Geyhalter analyzes brands that are based on commodity products - watches, socks, shoes, fish - yet they quickly turn into beloved brands. He emphasizes the importance of storytelling, encouraging brands to embrace 8 simple traits these brands showcase and offers specific, actionable commandments that any brand can implement - story, belief, cause, heritage, delight, transparency, solidarity, and individuality. Instead of playing dress-up, he wants businesses to uncover the roots of their ventures and share honest, empathetic stories that resonate with consumers, creating a loyal following that leads to strong, successful brands. Delightfully concise and refreshing, Geyhalter draws on his personal experience of having helped shape over 60 brands, and intentionally (and noticeably) steps away from marketing fluff and business lingo that often clouds the integrity of marketing books.



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