



# Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand

*Jeremy Miller*

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**Sticky Brands exist in almost every industry.**

Companies like Apple, Nike, and Starbucks have made themselves as recognizable as they are successful.

But large companies are not the only ones who can stand out. Any business willing to challenge industry norms and find innovative ways to serve its customers can grow into a Sticky Brand.

Based on a decade of research into what makes companies successful, *Sticky Branding* is your branding playbook. It provides ideas, stories, and exercises that will make your company stand out, attract customers, and grow into an incredible brand. *Sticky Branding*'s 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries.

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Spent a free time and energy to be fun activity to complete! A lot of people spent their sparetime with their family, or their own friends. Usually they carrying out activity like watching television, about to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Do you wish to something different to fill your personal free time/ holiday? May be reading a book may be option to fill your totally free time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to test look for book, may be the e-book untitled Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand can be good book to read. May be it may be best activity to you.

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