



Branding For Dummies

Bill Chiaravalle, Barbara Findlay Schenck

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Why do consumers pay a premium for a Dell or Hewlett-Packard laptop, when they could get a generic machine with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and your competitors' don't. Whatever your business is, whether it's large or small, global or local, **Branding For Dummies** gives you the nuts and bolts know-how to create, improve, or maintain a brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a top-notch branding team, positioning your brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like:*

- Defining your company's identity*
- Developing logos and taglines*
- Launching your brand marketing plan*
- Managing and protecting your brand*
- Fixing a broken brand*
- Making customers loyal brand champions

Filled with easy-to-navigate icons, charts, figures, top ten lists, and humor, **Branding For Dummies** is the straight-up, jargon-free resource for making your brand stand out from the pack-and for positioning your business to reap the ensuing rewards.

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