



Business Branding: A Guide to Successful Business Branding (Paperback)

By Anthony Ekanem

Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Branding is all about image of a business. The concept does not only include style, emblems and logos but also the image of quality perceived. The image perceived may be of total quality, reliability, and more. Branding is about the business and how a business is different from the competitors. The purpose of a brand is to distinguish yourself from your competitors. Once you make a distinguishing impact then an advertising campaign can be much more effective. The success of a company can be determined by a brand. Branding includes many factors which help a company to be successful. These factors may include a website, marketing efforts, and anything that gives a company an identity. Consumers trust wholeheartedly a corporate image because there is a psychology in motivating the purchasing decisions. All companies should practice branding. Brick and mortar business and online companies benefit through branding methods. It is common for smaller companies and online businesses to fail due to a lack of understanding about the importance and factors of a good brand. Branding ensures professionalism with a company. It seals...

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