

How to Create a Trade Mark, Protect It and Build Your Brand (Hardback)



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HOW TO CREATE A TRADE MARK, PROTECT IT AND BUILD YOUR BRAND (HARDBACK)



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Liam Birkett, 2014. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. You will benefit from knowing the direct route to creating a strong branding. Everything in this book is fully supported with a wide range of examples from real life experiences. I will save you time, money and heartache by telling you what to do and what to avoid. Read how dangers can be avoided, businesses improved, new angles for old business, create new lines and obtain free publicity. Learn how to go about devising your trade mark. The essential steps to ensure that you can use, register and protect it. Read how easy it is to add value to your brand and use branding to get free publicity. I will save you time, money and heartache by telling you what to do and what to avoid. You will benefit from knowing the direct route to creating a strong branding. All that you will read in this book is fully supported with a wide range of examples from real life experiences that illustrate each point. About Author Liam Birkett is changing the way many people and firms do business. No matter the size of the firm or the budget, his refreshing enthusiasm, insight and expertise create business ideas and turns them into reality. Liam began in office management before moving into sales and marketing. He was involved in the launch of Mace and VG group in Ireland. His experience extends into wholesale, retail, cash and carry, and consultancy on a national and international basis. He worked for advertising agency O Kennedy Brindley Advertising (which became Saatchi Saatchi) before co-founding design and marketing consultancy Bernardini, Birkett Gardner Ltd. For more than 20 years, his firm was responsible for corporate identities and marketing initiatives for blue-chip...



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