



Business Plan Building Brand Identity Business Plans Jess C Scott Book 1

By Jess C Scott

Paperback. Condition: New. By popular demand! from emailsreaders asking about the longer version of Jess C Scotts blog post, Indie vs. Traditional Publishing. SUMMARY: Contemporary writer Jess C Scotts 35-page businessadvertising plan, on establishing brand identity. Jess is currently an EnglishBusiness senior at Adams State College; this 35-page plan was submitted as the final project for an upper division business module. This plan also shows the opportunities that independent publishing offers, which traditional publishing does not. The full plan is divided over eight sections Introduction, Situation Analysis, Objectives, Strategy, Execution, Budgeting, Evaluation, and Conclusion. PRAISE and REVIEWS: EXCELLENT work on your final project - one of the best Ive seenyou are an excellent writer and Ive really enjoyed having you in class. Your final grade on the project is 400400 A. Advertising professors comments, May 2010Had my first YA novel with an agent at Trident Media Group last fall. She sent it to Harper Collins, and Penguin. Positive feedback, but no one boughtwhen I contacted my agent a couple months ago, she said shes no longer with the agencyI never heard back. Your brilliant paper is helping me jump over the mental hurdle that is traditional publishing. email from a...



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Reviews

This book will never be easy to start on reading but quite exciting to see. It is actually rally intriguing through looking at period of time. Your daily life span will be convert once you total looking over this book.

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The publication is straightforward in study better to fully grasp. It is definitely simplistic but excitement inside the 50 percent of your publication. It is extremely difficult to leave it before concluding, once you begin to read the book.

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