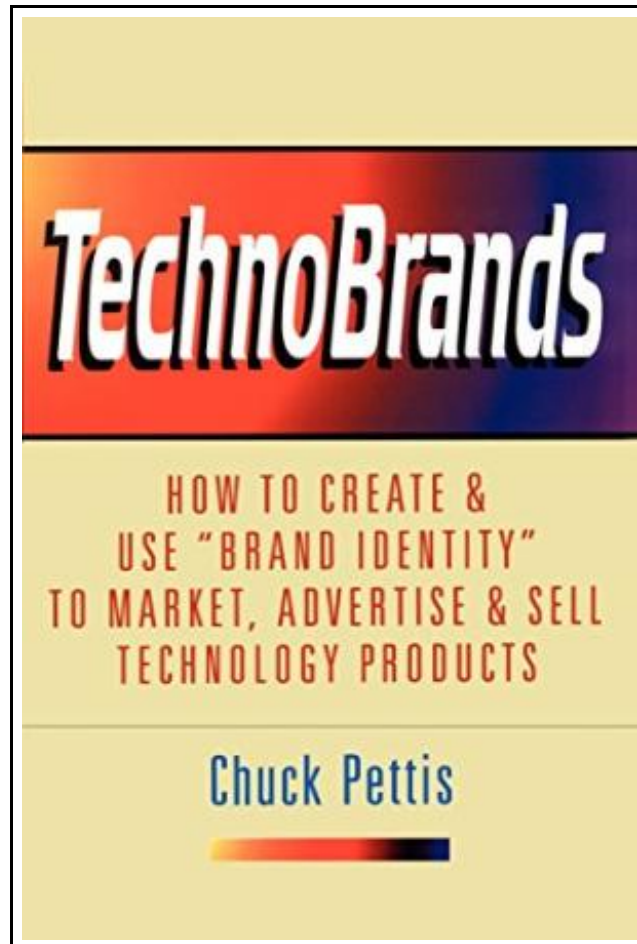


TechnoBrands: How to Create Use Brand Identity to Market, Advertise Sell Technology Products



Filesize: 2.37 MB

Reviews

This ebook is very gripping and fascinating. Sure, it is engage in, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Ms. Ora Buckridge)

TECHNOBRANDS: HOW TO CREATE USE BRAND IDENTITY TO MARKET, ADVERTISE SELL TECHNOLOGY PRODUCTS



Authors Choice Press. Paperback. Book Condition: New. Paperback. 244 pages. Dimensions: 9.2in. x 6.1in. x 0.6in. In TechnoBrands, Chuck Pettis introduces the first published step-by-step process for building brands. While modern day branding has been around for more than a century-everybody knows the power of names such as Coca-Cola, Microsoft, GE, Disney, Intel, or Nokia-very few people know the secrets of branding and how to successfully apply branding. Filled with examples and insights from successful technology marketers, such as Hewlett-Packard, Microsoft, and Intel, TechnoBrands describes every step in the branding process, including: market research, creating the brand identity, applying the brand, and creating successful brand names. While written from a technology product perspective, the proven branding process in TechnoBrands has been applied to consumer brands and non-profit organizations, with great success. Chuck Pettis has written an important book on a subject of great significance to technology companies of all types. Those who don't grasp the meaning and value of the brand assets can only hope their competitors are equally naive. -Roy E. Verley, Director, Corporate Communications, Hewlett-Packard Building strong brands is the only way to ensure enduring profitable growth. If this is your goal, read TechnoBrands. -Larry Light, President and CEO, Arcature Corporation This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



Read TechnoBrands: How to Create Use Brand Identity to Market, Advertise Sell Technology Products Online



Download PDF TechnoBrands: How to Create Use Brand Identity to Market, Advertise Sell Technology Products

You May Also Like



DK Readers Day at Greenhill Farm Level 1 Beginning to Read

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.8in. x 5.7in. x 0.2in.This Level 1 book is appropriate for children who are just beginning to read. When the rooster crows, Greenhill Farm springs...

[Read ePub »](#)



Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who...

[Read ePub »](#)



The Day I Forgot to Pray

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in.Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she...

[Read ePub »](#)



DK Readers Animal Hospital Level 2 Beginning to Read Alone

DK CHILDREN. Paperback. Book Condition: New. Paperback. 32 pages. Dimensions: 8.9in. x 5.8in. x 0.1in.This Level 2 book is appropriate for children who are beginning to read alone. When Jack and Luke take an injured...

[Read ePub »](#)



Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish Writing a Longer One

Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.We all have dreams of what we want to do and who we want to become. Many of us eventually decide...

[Read ePub »](#)