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How To Launch A Brand (2nd Edition): Your Step-By-Step Guide To Crafting A Brand: From Positioning To Naming And Brand Identity



Synopsis

This book will guide you through the steps necessary to build a brand from the ground up: Step 1 (Chapter 1): Create a brand platform Step 2 (Chapter 2): Devise a brand name Step 3 (Chapter 3): Design your brand's identity Step 4 (Chapter 4): Craft your brand atmosphere touch points Most entrepreneurs, even seasoned brand managers, launch first and then work on slowly transforming the new offering into a brand. A logical progression, I would agree. After all, how can you possibly launch as a brand if you don't have any customers or marketing outreach and--obviously, since you just launched a new offering--you have no legacy or advocates? The simple answer is by design. Design relates to the systematic process you have to adhere to, which is likely the primary reason you are holding this book in your hands. In addition though, design truly holds the key to the success of your new brand. It will set your offering apart to look, feel, and sound like a brand at the time of launch, as opposed to something that might or might not have the power to eventually turn into a brand. This book will teach you how to launch your brand by design. In this book I share expert insights based on two decades of professional experience transforming new product and service ventures from ideation phases to tangible brand realities. Each of the key phases of preparing for a brand launch are broken down into practical guidelines designed to help you make the right branding decisions along the way.

Book Information

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Customer Reviews

A must-read for new business owners or anyone who works in a creative field. While many creative jobs are focused greatly on tactics, How to Launch a Brand provides structure for understanding

why we do what we do in creative fields and how those actions ladder back to company's greater goals. I wish I'd been asked to read this a decade ago in college!

This book is my go-to branding reference when starting a new venture and the first one I recommend to other entrepreneurs who are doing the same. For those of us who don't do branding full-time, the expert guidance and clear steps contained in this book are an invaluable resource whether doing the work yourself or hiring a professional.

Insightful and simple to understand; this book provided me a meaningful approach and thought process to Brand Development. Highly recommended for anyone looking to start a new company or to update an existing brand. As a serial entrepreneur, I wish I had this book a decade ago!

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