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Branding Basics for Small Business, 2nd Edition: How to Create an Irresistible Brand on Any Budget

by **Maria Ross**



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In *Branding Basics for Small Business*, marketing expert Maria Ross shares real-life examples and expert interviews to show how organizations of any size can create a winning brand. Small businesses, start-ups, and nonprofits enviously watch the big guys create tribes of loyal followers. How do they do it? What can time- and resource-strapped organizations learn from them?

The secret is starting with a strong brand strategy, which goes far beyond a logo. Brand is your core promise, personality, and reason for being. Effective branding is not about how much money you spend but how clearly and consistently you communicate the right message through everything you do. This book reveals a simple 10-question process to build a strong brand strategy and bring it to life so you can:

- Generate buzz and loyalty with the right customers, clients, or donors
- Make smarter, more cost-effective marketing decisions
- Stand out from the crowd and grow your business

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