

Brainbranding: Activate the Brain.Stimulate Your Brand (Paperback)



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BRAINBRANDING: ACTIVATE THE BRAIN.STIMULATE YOUR BRAND (PAPERBACK)



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Createspace, United States, 2011. Paperback. Book Condition: New. 231 x 160 mm. Language: English . Brand New Book ***** Print on Demand *****.Innovative approaches to selling products and services are the heartbeat of any business venture, and branding is the aspect of marketing that focuses on influencing prospects to believe that your products and services are the only ones that provide a solution to their problems. The authors, Ken Banks and Robyn Winters, whose experience spans more than 30 years, combine their expertise of brand strategy development and marketing communication to artfully merge the concept of branding with the brain's four Buying Styles. Together, they culminate in an original branding approach known as BrainBranding. What is BrainBranding? BrainBranding provides a strategy that enhances any company's positioning in the marketplace, ensuring that a brand stands out from its competition. It's an invaluable tool for any type of business that wants to establish a brand that resonates with everyone in its target market - and beyond. By understanding the buying styles and preferences of every prospect, client, and customer, companies and individuals can increase their market share and improve their bottom line. Why? Because among these groups of consumers, there will be representatives of each of the four different buying styles. Learning about these buying styles and addressing them during the branding process can increase prospect interest and expand a potential client base. How Does BrainBranding Work? BrainBranding works for every business - retail, professional services, consulting, corporations, and entrepreneurship. By using a strategy that encompasses the four buying styles when developing your brand, you not only reach new clients who haven't necessarily fit into your target market before, but you can also motivate the clients you already have to be more loyal, and thereby increase your profitability....



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