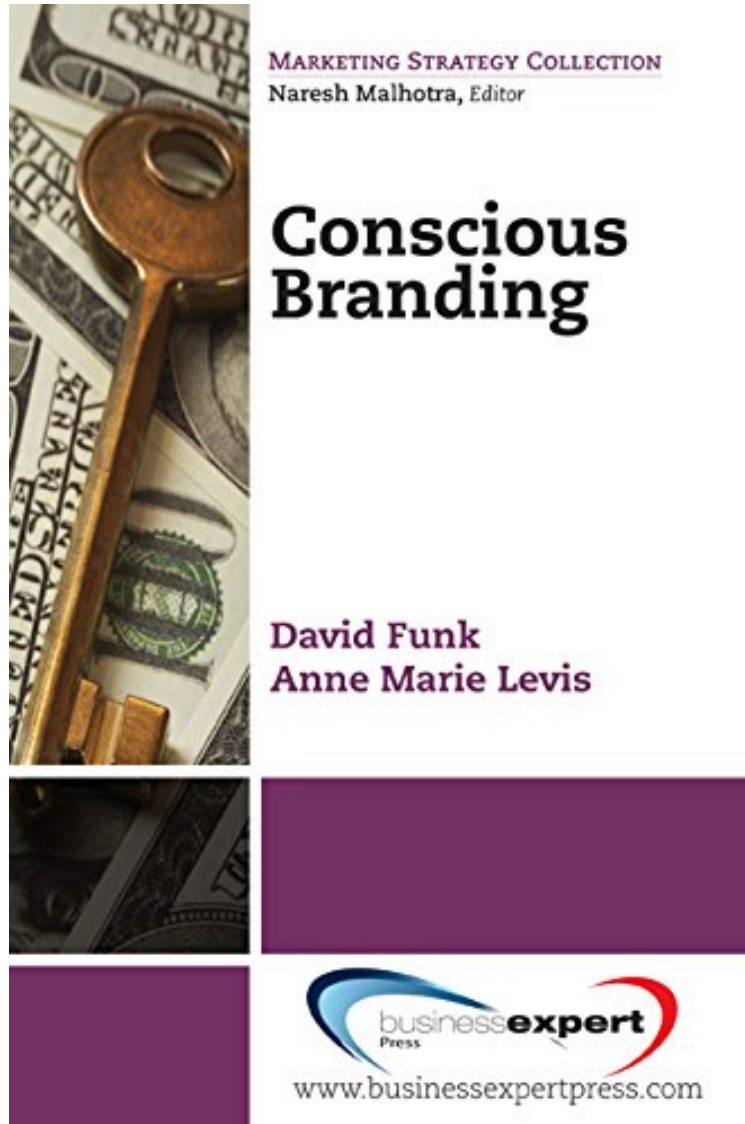


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## Conscious Branding (Marketing Strategy Collection)

*David Funk, Anne Marie Levis*

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**David Funk, Anne Marie Levis : Conscious Branding (Marketing Strategy Collection)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Conscious Branding (Marketing Strategy Collection):

0 of 0 people found the following review helpful. Too bad, because the content is pretty good By Bobby Frufracker No one proofread/disaster-checked this book once it came off the press.. There are NUMEROUS occasions where the text stops and jumps to another location, i.e., you're reading along and you turn the page in mid-sentence and the next page begins with a brand-new, totally unrelated sentence and topic. NUMEROUS examples. I complained and asked for a new copy and promptly and courteously received it... no change, same problem throughout. Too bad, because the

content is pretty good, but it's an exercise in frustration. I feel like Sisyphus trying to read this book; it starts to flow and then the boulder rolls back down into discontinuity...and mocks me for trying to continue. It's not about wanting my money back, it's about wanting to be able to read the book, but I'm not wasting any more energy/emotion on this situation, lol. Purchaser/attempted reader, BEWARE. 1 of 1 people found the following review helpful. Well-written, and easy to read and apply. By Customer A very helpful book that is exceedingly well-written and organized. As a social worker in the non-profit world, I'm realizing that the themes are important for non-profit organizations, not just among for-profit businesses. This is especially true in this time of shrinking budgets and competition for funding. I just bought a copy of this book to give to the Development Director of the service agency where I volunteer.

Conscious Branding is a step-by-step process that enables entrepreneurs to consciously build a differentiating brand using the Brand Map, a simple visual diagram of how brands function throughout an organization. The Brand Map helps managers and staff visualize their brand and demonstrates how they can make their brand real through everything they do. Conscious Branding describes a simple, easy to understand and tested in real life system.

From the Inside Flap Conscious Branding is a step-by-step process that enables entrepreneurs to consciously build a differentiating brand using the Brand Map, a simple visual diagram of how brands function throughout an organization. The Brand Map helps managers and staff visualize their brand and demonstrates how they can make their brand real through everything they do. About the Author David Funk is the founder and Anne Marie Levis is the president of Funk/Levis Associates, Inc., a brand development and marketing communications firm that has worked with clients all over the world. They are also founding partners of The Ulum Group, a public relations firm that specializes in government and media relations. Both Funk/Levis and The Ulum Group are based in Oregon. Funk/Levis was founded in 1980 and The Ulum Group was founded in 1995.