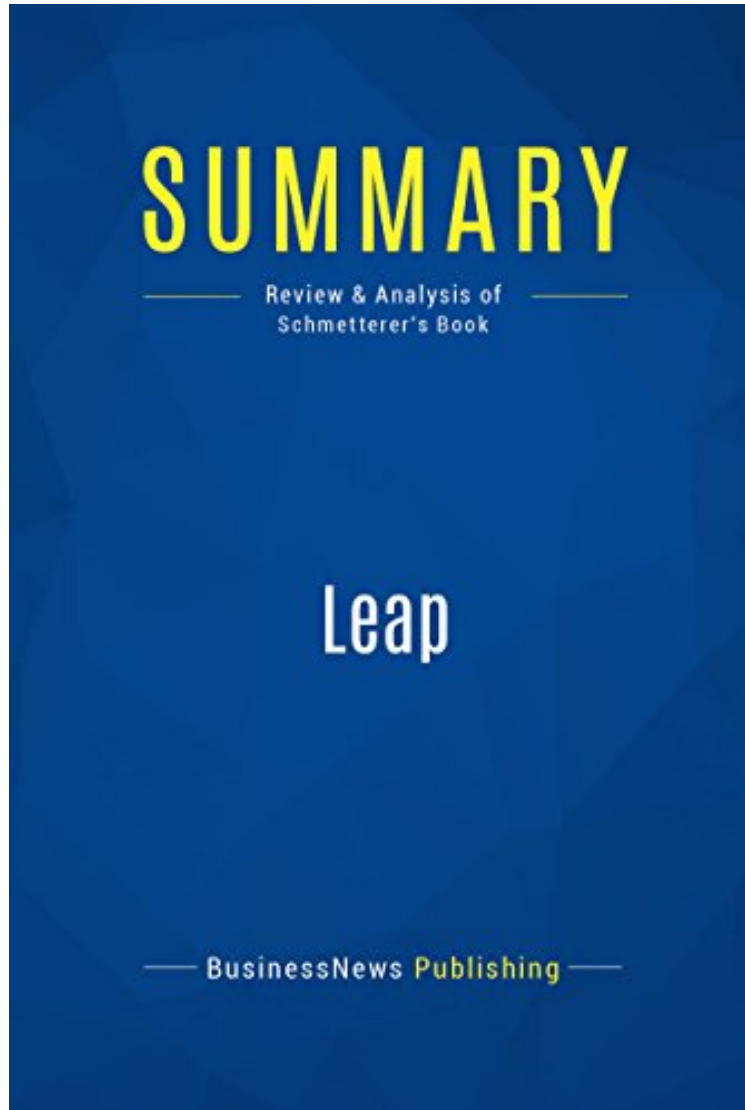


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Creative Business Idea (CBI) around which the company's strategy will be based. The very best CBIs don't simply communicate what a brand stands for, but define it. This summary includes concrete examples to illustrate the benefits of using the author's strategy and how you can implement it. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your business knowledge** To learn more, read "Leap" and discover the key to coming up with business ideas that define your brand and speak for themselves.