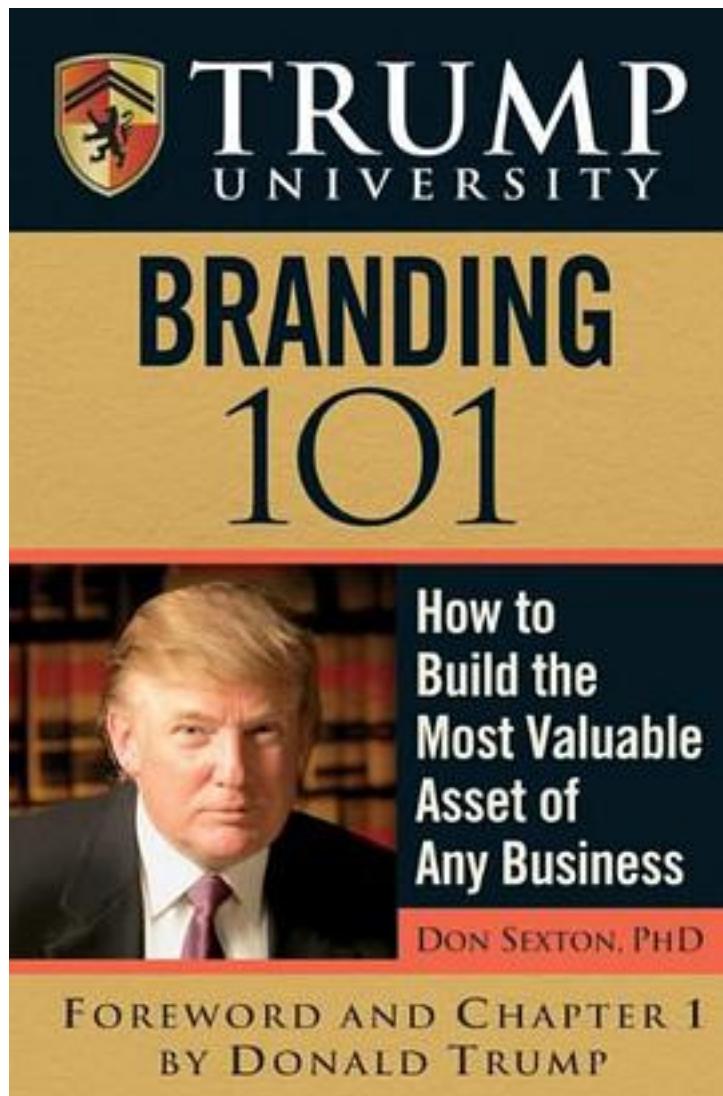


Trump University Branding 101



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在线阅读本书

Trump University books are practical, straightforward primers on the basics of doing business the Trump way—successfully. Each book is written by a leading expert in the field and includes an inspiring Foreword by Trump himself. Key ideas throughout are illustrated by real-life examples from Trump and other senior executives in the Trump organization. Perfect for anyone who wants to get ahead in business, with or without the MBA, these streetwise books provide real-world business advice based on the one thing readers can't get in any business school—experience.

In Trump University Branding 101, you'll learn how to:

Build a powerful brand that increases the sales and profits of any business

Launch your entrepreneurial brand

Manage the differences between service branding and product branding

Develop a brand for your real estate investments

Make your brand far more than just a name or logo

Develop clear positioning and brand strategy

Successfully communicate your brand

Choose an appropriate brand name and logo

Reinvigorate a struggling brand

Use guerrilla branding for your small business

Build your own personal brand for career development

Keep your brand image consistent

Grow your brand over time

Use your brand to increase the overall value of your business

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