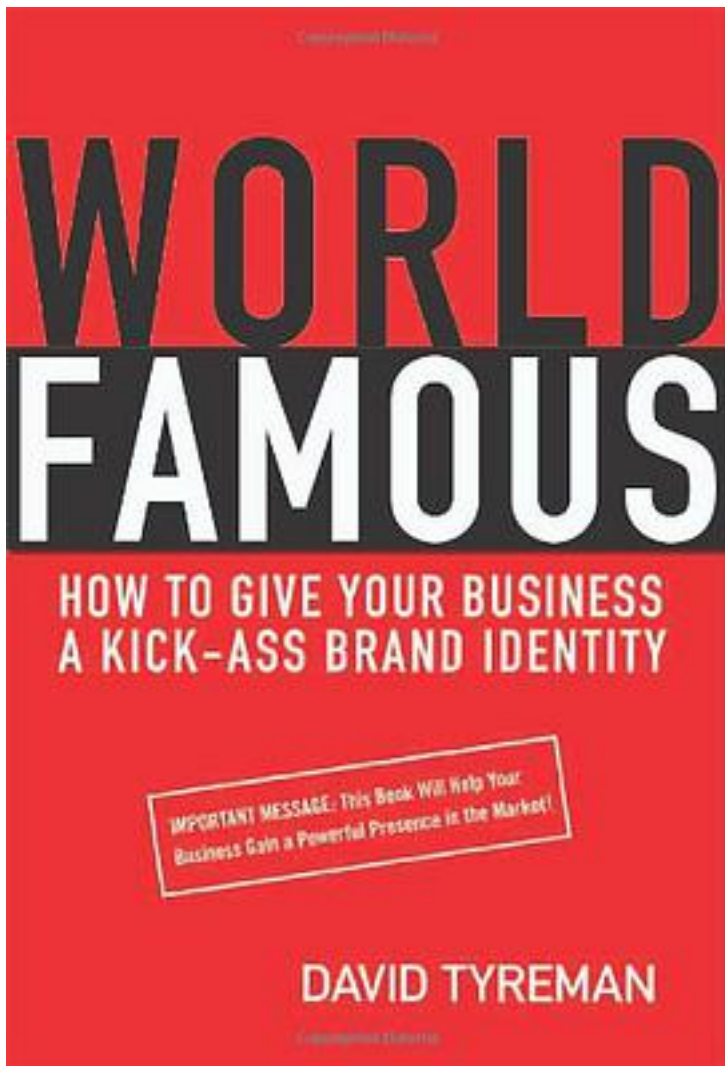


World Famous



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著者:David Tyreman

出版者:

出版时间:2009-5

装帧:

isbn:9780814409343

在线阅读本书

Product Description

There are masses of people just waiting to do business with you...once they are so inspired. Business is not just a transaction; it's an experience. People do more business with people and companies that engage them in the purchasing experience. When you attach meaning to the act of doing business with you, you stand out from the crowd. "World Famous" reveals what enormous possibilities await you once you put your energy into inspiring rather than selling, being authentic rather than trying to fit in, and working to engage the marketplace rather than focusing solely on your competitors. Tyreman guides the reader through a step-by-step process for becoming differentiated authentically by building a unique, kick-ass brand-identity. This book is filled with real-life stories and anecdotes. This inspiring book arms you with ways to command true loyalty just by being yourself...and attracting more attention to your business than ever before.

Book Description

What is it that sets apart companies like Apple, Ralph Lauren, and Virgin Atlantic from all the other players in their markets? How different would life be if your business were “World Famous” —by standing out prominently from the crowd and clearly capturing the attention of your market? Author David Tyreman used his world famous strategies and techniques to grow his small garage-based business into a multimillion-dollar powerhouse. In World Famous he gives you proven ways to connect more closely with the hearts and minds of your customers—and his own foolproof blueprint for getting a measurable return from your marketing dollars every time. This book helps your business gain a powerful presence in the market and shows you how to:

- recognize if your business is inadvertently invisible to the market, and what to do about it
- differentiate your business authentically and meaningfully from ALL others
- define and communicate the unique personality of your business
- engage your market by being "cause" driven
- find uncommon ways to add value
- free your business from the me-too confines of corporate blandness

作者介绍:

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