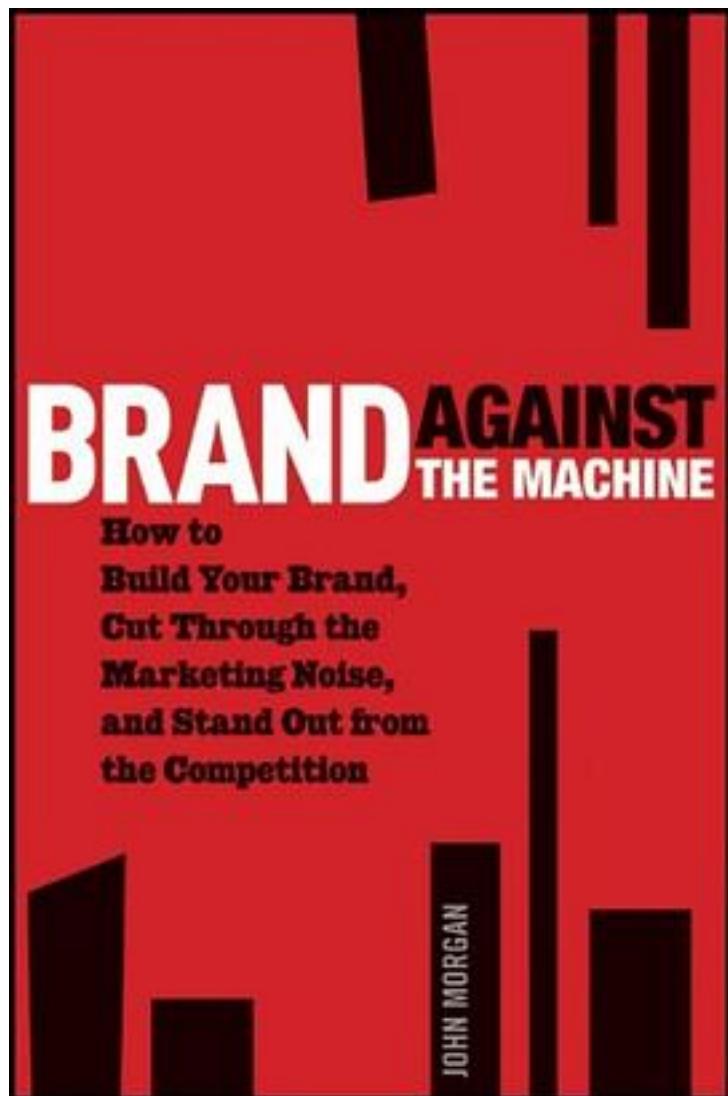


Brand Against the Machine



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出版者:

出版时间:2011-11

装帧:

isbn:9781118103524

The machine blasts messages at the world and it does not care who you are or what you have to say or whether its message is relevant to you at all. The machine is a moron. You, however, are not. Which is why your brand needs to rage against the traditional forces of advertising. You must engage your audience and win their business by giving more and selling less. Yours must be a Brand Against the Machine.

Brand Against the Machine offers proven and actionable steps for companies and entrepreneurs to increase their visibility and credibility, and create an indispensable brand that consumers can relate to, creating lifelong customers. Discover the aspirational currency that makes your brand one that people want to be or want to be friends with. Learn how to be real with your audience and make strategic associations to establish credibility. Brand Against the Machine will help you stand out, get noticed, and be remembered.

Brand Against the Machine offers a blueprint for your brand framework, with step-by-step guidance, including:

Know who your target audience is and what they want

Define your position as the go-to authority in your industry

Determine your audience's problem and create a solution for them

Produce valuable content that attracts your audience and engages them

Promote yourself without pestering people

Over-deliver on your promise

The machine is a rusted piece of junk in the marketplace. Ditch traditional corporate branding and marketing, and exchange it for something memorable. Your customers will thank you for it.

作者介绍:

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标签

设计

市场营销

品牌设计

品牌推广

品牌

产品定位

brand

评论

死贵，像是一系列博客的集结，不过读起来很是通常

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书评

这是一本英文原版书，出于价格和阅读上的门槛，相信在国内能够主动阅读此书的人并不多。我能“有幸”读到此书，也全是拜老板所赐。某日，老板扔给我这样一本红皮的书，说“好好读读，然后给大家讲一讲”。于是，经过两周的手不释卷，再加上一周的材料准备，最终以一个小时的时...

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