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Branding for Dummies is packed with user friendly information. There are a lot of tips on how to brand your company, whether it is a "brick and mortar" company or an online

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"Branding For Dummies is newly updated and covers everything from explaining that you likely have a brand (even if you think you don't) to branding in the digital age and using social media to engage with your customers. There are lists galore, including

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Branding is the process that aligns the opinions people hold about your brand with the set of thoughts you want them believe and trust. As you develop your brand, follow these steps, in this order: Determine what you're branding and whether your brand will be your one and only or one of several brands in your organization.

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