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How To Launch A Brand (2nd Edition - Trade): Your Step-By-Step Guide To Crafting A Brand: From Positioning To Naming And Brand Identity



Synopsis

This book will guide you through the steps necessary to build a brand from the ground up: Step 1 (Chapter 1): Create a brand platform Step 2 (Chapter 2): Devise a brand name Step 3 (Chapter 3): Design your brand's identity Step 4 (Chapter 4): Craft your brand atmosphere touch points Most entrepreneurs, even seasoned brand managers, launch first and then work on slowly transforming the new offering into a brand. A logical progression, I would agree. After all, how can you possibly launch as a brand if you don't have any customers or marketing outreach and--obviously, since you just launched a new offering--you have no legacy or advocates? The simple answer is by design. Design relates to the systematic process you have to adhere to, which is likely the primary reason you are holding this book in your hands. In addition though, design truly holds the key to the success of your new brand. It will set your offering apart to look, feel, and sound like a brand at the time of launch, as opposed to something that might or might not have the power to eventually turn into a brand. This book will teach you how to launch your brand by design. In this book I share expert insights based on two decades of professional experience transforming new product and service ventures from ideation phases to tangible brand realities. Each of the key phases of preparing for a brand launch are broken down into practical guidelines designed to help you make the right branding decisions along the way.

Book Information

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Customer Reviews

"An insightful and process-driven book that provides tremendous value to entrepreneurs during the

most crucial steps of their new business venture." - Ashish Soni, Founding Director, USC Viterbi Startup Garage "As a founder, I wish I had read this book prior to launching my business." - Customer Review "This is a must-read for serious entrepreneurs!" - James Iliff, Co-founder and Chief Creative Officer, Survios "Innovators everywhere will want to read this slim on size but hefty on advice [book]...It is straightforward, easy to read and offers a logical framework for the branding process." - Portland Book Review "Perfect for an entrepreneur starting a business! As a business owner, I believe that this book will help entrepreneurs as well as managers in charge of launching new products, services or companies to think brand-centric. I learned a lot from Fabian in this incredible, easy-to-read book." - Best Biz Books "An inspiring tool and quick read any CMO launching a new brand should induced in." - Laura S. Murcek, Vice President Brand Strategy, ART.COM

Fabian Geyrhalter is the Founder and Principal of FINIEN. Geyrhalter has been published internationally by the likes of The Washington Post, Graphis and Communication Arts. He has written about branding for publications including Mashable and Entrepreneur and is a columnist for Inc. An active jury member of the Academy of Interactive & Visual Arts and winner of numerous design awards, including 23 American Graphic Design Awards, Geyrhalter is often invited to judge international design competitions. He served as an adjunct professor at USC and Art Center College of Design and is an Advisory Board Member of the Santa Monica College. Geyrhalter is a frequent speaker and mentor to entrepreneurs worldwide, a "Global 100" mentor at the Founder Institute and author of the #1 best selling book "How to Launch a Brand." He is further serving as consulting Executive Creative Strategist at Urban Insight, a leading technology consulting firm, managing the intersection of brand vision and creative digital strategy. At the age of 21, he became Creative Director at Insyght, developing corporate identity and collateral projects for pharmaceutical industry giants like Pfizer and Lilly. He later served as Creative Lead at Genex, an Adweek Top 50 Interactive Agency, overseeing the emerging online media account for the luxury automotive brand Acura. For 12 years he has been running the highly successful branding and graphic design agency Geyrhalter & Co, working for clients such as The Bill & Melinda Gates Foundation, Goodwill, Brandman University, W Hotels, CO-OP Financial Services, USC, Evolution Juice, The City Of Los Angeles and John Varvatos. Geyrhalter was born in Vienna, Austria and is a graduate of Art Center College of Design.

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