1. Record Nr. UNINA9910485551603321 Autore **Brock David** Titolo Brand Authority: Discover How To Be Everywhere, Stand Out From Your Competition And Build An Incredible Brand People Will Remember! Pubbl/distr/stampa Hanover, NH:,: Scribl,, 2019 ©2019 **ISBN** 1-63348-130-1 Descrizione fisica 1 online resource (27 pages) Soggetti Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di contenuto Intro -- Also By David Brock -- Introduction -- Also By David Brock. Sommario/riassunto To succeed online or in business generally for that matter, you need a brand. It's not enough to simply start spamming the web with content; you need to ensure that you have thought about who you want to be, how you are going to gradually raise awareness of your company, how you are going to introduce a gradually increasing number of potential

customers to your products and services and how you...