

1. Record Nr.	UNINA9910818313903321
Autore	Brock David
Titolo	Brand authority : how to be everywhere, stand out from your competition and build an incredible brand // David Brock
Pubbl/distr/stampa	[Place of publication not identified] : , : Scribl, , [2019] ©2019
ISBN	1-63348-130-1
Descrizione fisica	1 online resource (27 pages)
Disciplina	658.827
Soggetti	Branding (Marketing) Consumers' preferences Consumer satisfaction
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...