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BEYOND YOUR LOGO: 7 BRAND IDEAS THAT MATTER MOST FOR SMALL BUSINESS SUCCESS (PAPERBACK)



Compass Press LLC, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.There are plenty of hurdles to overcome running a small business. It may have excellent products and services, investment capital, and an ideal location, BUT, if its brand is lackluster or nonexistent, success will be that much harder to attain. Your small business brand is more than its logo, look, and colors. It emanates from the mindsets, attitudes, and behaviors of anyone and...

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- Authored by Elaine Fogel
- Released at 2015



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