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Brand Like a Rock Star: Lessons from Rock 'n' Roll to Make Your Business Rich & Famous

By Steve Jones

Greenleaf Book Group LLC. Paperback. Book Condition: new. BRAND NEW, Brand Like a Rock Star: Lessons from Rock 'n' Roll to Make Your Business Rich & Famous, Steve Jones, This book takes the reader beyond the hype to reveal the core marketing and branding strategies behind the success of the world's greatest bands. Become a branding legend by learning from the superstars of rock and roll. By combining the glitz and flash of the rock stage with sound business advice, the author transcends the tedium of most marketing books and delivers a rockin' guide to building a blockbuster brand. Memorable anecdotes put a new spin on the branding process. The author's encyclopaedic knowledge of rock will impress any music fan. Readers will learn inside information about the world's most popular bands that translates directly and memorably into actionable business practices. This title is written by a rock and roll veteran with a high volume platform. As the leading consultant for one of Canada's biggest radio station chains, the author has earned his street cred in the world's most outrageous business. The author's company will support the book with promotions on their radio stations and at rock-related events throughout Canada and...

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