



BrandED: Tell Your Story, Build Relationships, and Empower Learning (Hardback)

By Eric C. Sheneringer, Trish Rubin

John Wiley Sons Inc, United States, 2017. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Praise for BrandED Branding instead of being branded. Defining instead of being defined. Innovative educators must stand up for their ideas and actions instead of being judged and branded by external agencies using standardized measures. Eric Sheneringer and Trish Rubin present an excellent guide for educators and education leaders to tell their stories through BrandED. Yong Zhao, PhD, Foundation Distinguished Professor, School of Education, University of Kansas and author of Who s Afraid of the Big Bad Dragon? A great resource for educators who want to strengthen their connections with students, teachers, parents, and the wider community. These two innovative leaders don t just capture how to tell the story of a school they show how to create it. Adam Grant, New York Times bestselling author of Originals and Give and Take Every day in every one of your schools, great things happen. How does your community know? Schools that are Future Ready boldly engage their community to build relationships and empower both students and families. Powerful yet practical, BrandED is the perfect resource to help your school share its story with...



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