



Telling Your Brand Story: How Your Brand Purpose and Position Drive the Stories You Share (Paperback)

By Robert Marsh

Millcreek Creative Ventures, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Why do some brands resonate with consumers while others are ignored? Why do humans crave stories-even from the products they use? Is there a framework for creating brand stories that captures attention? This book will show you why a good brand story is critical to the long-term success of any product or service. By examining more than 30 brand stories and what makes them work, readers will glean ideas for finding their own brand stories and learn how to communicate them better. Full of interesting and compelling stories, Telling Your Brand Story is a guide for marketers, writers, startup founders and anyone else eager to learn how stories impact the way we feel about and interact with the brands we use. You ll learn: - the neurological reasons why humans crave stories - 15 different ideas for finding your brand story - a framework for thinking through your brand s purpose and position to identify a brand story that will resonate with your customers - ideas for sharing your story effectively.



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