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TechnoBrands: How to Create Use Brand Identity to Market, Advertise Sell Technology Products

By Chuck Pettis

Authors Choice Press. Paperback. Book Condition: New. Paperback. 244 pages. Dimensions: 9.2in. x 6.1in. x 0.6in. In TechnoBrands, Chuck Pettis introduces the first published step-by-step process for building brands. While modern day branding has been around for more than a century—everybody knows the power of names such as Coca-Cola, Microsoft, GE, Disney, Intel, or Nokia—very few people know the secrets of branding and how to successfully apply branding. Filled with examples and insights from successful technology marketers, such as Hewlett-Packard, Microsoft, and Intel, TechnoBrands describes every step in the branding process, including: market research, creating the brand identity, applying the brand, and creating successful brand names. While written from a technology product perspective, the proven branding process in TechnoBrands has been applied to consumer brands and non-profit organizations, with great success. Chuck Pettis has written an important book on a subject of great significance to technology companies of all types. Those who don't grasp the meaning and value of the brand assets can only hope their competitors are equally nave. -Roy E. Verley, Director, Corporate Communications, Hewlett-Packard Building strong brands is the only way to ensure enduring profitable growth. If this is your goal, read TechnoBrands. -Larry Light, President and CEO, Arcature...



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