



Branding: Create Your Difference Through Smart Branding: Why your branding, marketing and business is not working.

Terence Tam

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Branding: Create Your Difference Through Smart Branding

Download the FREE companion branding guide here --> <http://tinyurl.com/qyve9zn>

Here's the current trend: many business people are getting caught up in marketing activities. Endless hours are spent on social media, devising new advertising strategies and marketing messages. But without a proper branding strategy that creates the difference, millions of dollars are wasted in ineffective marketing.

This short book on branding teaches busy 21st century business people who are constantly looking for new, modern approaches to marketing to PAUSE, take a step back and re-look at their foundations. Because a solid branding strategy will make all the difference to your clients, your business and your life.

Branding: Create Your Difference Through Smart Branding will teach you to do marketing and branding from the ground up. You will learn how to:

- build a brand and business for the long term
- craft your marketing message
- Develop an effective branding strategy to stand out from the competition
- techniques to identify your ideal target market
- the best approach to selling and networking with clients
- provide you with a list to help identify the best marketing and branding channels for your business, from the business card to youtube marketing.

This book is invaluable if you are planning to startup a business -to save years of wasted money and time in poor branding.

For business people this book can be the guide in helping you in reinventing your brand and marketing and create a new, modern approach to reinvigorate your business.

What others have said about the book:

“Marketing is about creating outstanding value for customers and being famous for it. Behind every great success story, from Apple to Zappos, you’ll find great marketing. Terence Tam has captured the essence of marketing and made it easy to follow. This is vital practical knowledge for people who want to create their own future, not be driven to it by others.”

- John C Lyons, Company Director and Co-Author with Dr Edward de Bono

Whether you are planning to start or wanting to grow a business... it is essential that one knows the nuts & bolts of branding & marketing. And, herein is the book-- "Branding: Create Your Difference Through Smart Branding"-- by Terence Tam. All the essential elements that one needs to address when creating &

positioning your product/service, how to identify, attract & maintain your customers, what mistakes to avoid... And in the end "bring home the bacon!" My Wholehearted Recommendation/ Five Stars- for Style, Substance, Clarity & Concision

- Dr. Ed Forrest, Professor of Marketing, The University of Alaska--Anchorage

Terence Tam's "Branding: Create Your Difference Through Smart Branding" is a brilliant primer on marketing. It's short, simple and practical. It contains lots of substance and no fluff, with easy to understand examples that are explained with clarity. It's attractive and beautifully easy to read. Overall a great educational publication. In it, he talks about Customer Lifetime Value: it took me a lot of reading of marketing books/articles before I even came across this concept – but surprise, surprise – it's here in his book! It's clear that his twenty years of experience in marketing as an academic and practitioner, and running his own businesses have given him insight into what small business owners need."

- Mario Lliger, Managing Director, Ultraprint Australia

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