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by Fabian Geyrhalter : **How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity**

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PDF-09092 | This book will guide you through the steps necessary to build a brand from the ground up: Step 1 (Chapter 1): Create a brand platform Step 2 (Chapter 2): Devise a brand name Step 3 (Chapter 3): Design your brand's identity Step 4 (Chapter 4): Craft your brand atmosphere touch points Most entrepreneurs, even seasoned brand managers, launch first and then work on slowly transforming the new offerin... *How to Launch a Brand (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity*

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