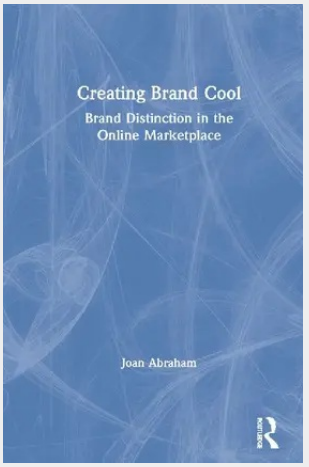
Abraham

# Creating Brand Cool

Brand Distinction in the Online Marketplace




In this intriguing blend of branding how-to and business memoir, an industry pioneer presents the thought process and tools to create a successful Ecommerce business by developing a distinct emotional attraction to a brand, beyond individual product offerings. Leveraging her 26 years of experience in online marketing and branding, Joan Abraham reveals the thought process behind successfully addressing today's marketing challenge: clearly defining the business's brand essence using its owned social media channels to personalize the full character of the brand. Creating Brand Cool addresses the importance of developing a unique state of being that personally resonates with today's consumer. Abraham energizes the creative and strategic thinking for attracting and maintaining brand loyalty when the competition is a click away. Appealing to branding and social media marketing professionals, as well as students in these fields, this book is a primer for building an online community and distinguishing a brand from the competition. It is relevant to all types of business, from small businesses to globally recognized brands.

In this intriguing blend of branding how-to and business memoir, an industry pioneer presents the thought process and tools to create a successful Ecommerce business by developing a distinct emotional attraction to a brand, beyond individual product offerings.Leveraging her 26 years of experience in online marketing and branding, Joan Abraham reveals the thought process behind successfully addressing today's marketing challenge: clearly defining the business's brand essence using its owned social media channels to personalize the full character of the brand. Creating Brand Cool addresses the importance of developing a unique state of being that personally resonates with today's consumer. Abraham energizes the creative and strategic thinking for attracting and maintaining brand loyalty when the competition is a click away.Appealing to branding and social media marketing professionals, as well as students in these fields, this book is a primer for building an online community and distinguishing a brand from the competition. It is relevant to all types of business, from small businesses to globally recognized brands.

**195,40 €**
195,40 € (zzgl. MwSt.)

*Lieferfrist: bis zu 10 Tage*

**Artikelnummer:** 9780367693152
**Medium:** Buch
**ISBN:** 978-0-367-69315-2
**Verlag:** Routledge
**Erscheinungstermin:** 17.05.2021
**Sprache(n):** Englisch
**Auflage:** 1. Auflage 2021
**Produktform:** Gebunden
**Gewicht:** 331 g
**Seiten:** 114
**Format (B x H):** 157 x 235 mm



**Kundenservice Verlag Dr. Otto Schmidt KG**
Neumannstraße 10, 40235 Düsseldorf | kundenservice@otto-schmidt.de | 0221-93738-997 (Inland)