



Bulletproof Branding

Chris Westfall

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Everyone wants loyal, raving customers. But how do you build loyalty-and create brand influence - when traditional advertising and marketing strategies don't work? How can you create real engagement - where your URL matches up with IRL (that's "in real life")? Here's the book that shows you how to build and influence a new kind of conversation - taking your message beyond the likes, tweets and pokes, with a strategic guidebook to branding in the digital age. Learn how to match your message to your market, create new types of engagement, and inspire every division within your organization. Branding isn't just a part of your business - it is your business. Written by Chris Westfall (author of *The NEW Elevator Pitch*), this book turns traditional marketing ideas into actionable results for your brand. Whether you are a solopreneur, or a brand manager for a multi-national company, you owe it to yourself to understand what organizations like Cargill, Cisco and the Huffington Post know about building a world-class brand. Today, customers have more ammunition than ever. That's why you've got to have bulletproof branding.

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Joyce Matchett:

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