

From Brand X to Brand Rex:

5 S.M.A.R.T. and Easy Steps to Create a Cult of Personality for Your Brand and Increase Sales

LINDA TANCS

Is your brand an asset—or just a label?

If you've established a trademark for your business (or plan on doing so), then you understand the importance of distinguishing your product or service from others in the marketplace. Great brands impact sales and market share. **From Brand X to Brand Rex: 5 S.M.A.R.T. and Easy Steps to Create a Cult of Personality for Your Brand and Increase Sales** teaches a five-step plan toward brand development and management.

The goal of the text is to create a "cult of personality" for your product or service through effective branding. Throughout the book are various exercises for both novices and professionals that will further your skills in designing, implementing and managing a brand identity. It's succinct and easy to read. After all, in today's time-strapped, multitasking world, who has time for a 400-page tome?

Features:

- Learn to define and communicate your brand.
- Understand and improve customer perceptions.
- Use business branding principles to elevate your personal brand and reputation.

ABOUT THE AUTHOR: Linda Tancs is a freelance writer in areas including law, business, travel, health and science. In addition to numerous nonfiction books on intellectual property and branding, she has authored children's stories with an international flair. Linda is a longtime member of the Society of Children's Book Writers and Illustrators, the Authors Guild and the American Society of Journalists and Authors. Visit her website at ltancs.com and find out five things you probably didn't know about her in the Media Kit section.

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