Storybranding Creating Stand Out Brands

Here we go. One of the things I do at work on a regular basis is mentor people on how to rebrand themselves, whether it's to get a better review, build a better relationship with their manager, get a new position, or take their game to the next level.

How To Rebrand Yourself at Work - Sources of Insight

This is an insightful book especially if you are a bit new to marketing. While building a story brand is nothing new, Miller does a more than adequate job setting up its importance in marketing and then fleshing out the details in section two.

Building a StoryBrand: Clarify Your Message So Customers ...

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