



## The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand (Paperback)

By Karen Leland

Entrepreneur Press, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book. If You Don t Define Your Brand, Someone Else Will Define It for You Sharing hard-earned insights, advice, and best practices, brand and marketing strategist Karen Tiber Leland helps entrepreneurs, business owners, CEOs, and executives create a brand by design instead of default, gain greater influence in their industries and companies, and become thought leaders in their fields. The Brand Mapping Strategy uses proven strategies, best practices and anecdotes from real life brand-building successes to give readers the tools they need to design, build, and accelerate a successful brand. Readers will be able to: Develop an overall blueprint for their brand using the Brand Mapping Process(R) Determine which online tactics (and in what combination) will work for their brand Expand the current brand outreach and contribution to a bigger audience in their industry, community, or the world at large Become a thought or industry leader, using clear positioning, a specific strategy for brand building, and a method for implementation Leverage content effectively and efficiently to build their brand Develop a marketing and social media strategy using the right platform.



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