

WHAT'S YOUR POINT?



THE BRAND ARROW
DEFINE YOUR POINT. GROW YOUR BRAND

BRUCE M MCKINNON

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What's Your Point?

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- Points are good because they stick into things. This book helps you find yours. Every brand needs a point, a sharp definition of its purpose that will stick in people's minds. It stands to reason that a company that is aligned behind a shared point will have a better chance of success than one that isn't.
- However, this means making a choice about what that one point is, and making that choice can be can fiendishly hard to do. A Brand Strategy can do this. This book introduces the Brand Arrow, an easy to follow process to enable every reader to write their own brand strategy.
- Each Brand Arrow contains the vision, proposition, values, key messages and customer profiles that will ensure your brand's logo, website, social media, brochures and sales pitches find their target.



AUTHOR BIO

Bruce M McKinnon is a brand consultant and author, and has developed winning brand strategies for clients in the US and Europe for over 25 years. As well as speaking to audiences around the world on all things brand, Bruce runs his own successful brand consultancy and holds an MBA from the UK's Cranfield School of Management and the Chartered Institute of Marketing Postgraduate Diploma.

ENDORSEMENTS

'Bruce successfully equips marketers and business owners of all sizes with a powerful yet simple brand strategy framework - one which actually delivers results! A must read for all those who want to stand out from the crowd and drive real growth.'

Mark Helvadjian, Founder Shippingeasy.com and SCRUBD.

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