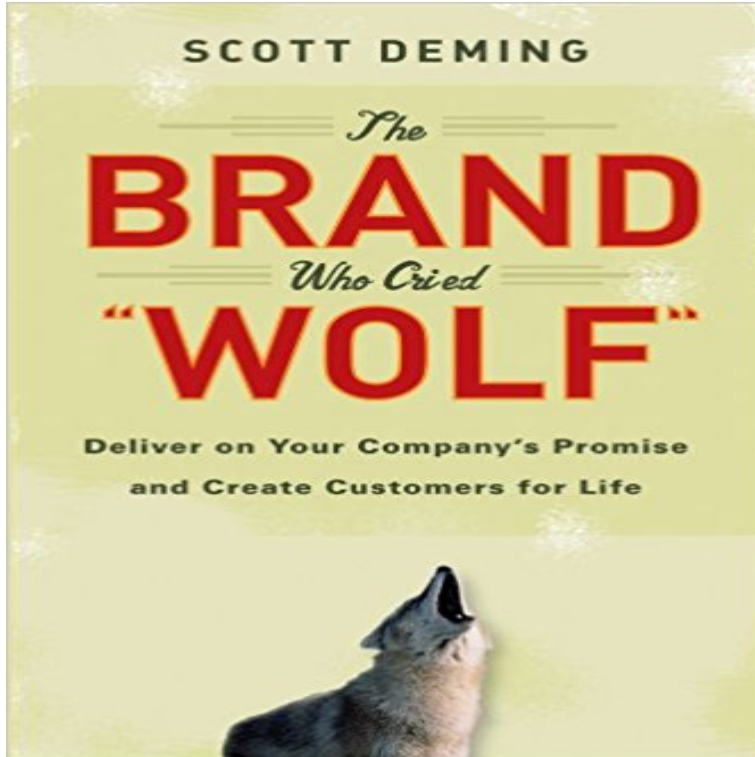


# The Brand Who Cried Wolf: Deliver on Your Company's Promise and Create Customers for Life



Branding has become the narrow responsibility of the marketing department, and customers have stopped believing the ads. This book shows you how to build a powerful, lasting brand. You will learn how to involve the entire organization, from sales, customer service, shipping, product design, and marketing, in the branding process. The author discusses how to create powerful, emotional, and unique experiences for others, turn every customer into an evangelist, and greatly expand your reach of influence. Use this book to define your personal and professional brand.

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