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THE ONE-PAGE METHOD FOR
REIMAGINING YOUR BUSINESS
AND REINVENTING YOUR MARKETING

BERNADETTE JIWA

**Difference The One Page Method For Reimagining Your
Business And Reinventing Marketing Kindle Edition
Bernadette Jiwa**

Bernadette Jiwa



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rebranding and growth offering you an understanding of what business growth actually means how a brand can aid the growth of a business and when a business has grown and changed so much that rebranding is necessary By the end of this book you ll know just how remarkable your organization is and how to start acting like it **Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea** Bill Schley,Jr. Carl Nichols,2010-05 Winner of the Best Marketing Books Award from Strategy Business Magazine There s a Big Idea waiting inside your brand that can make you 1 Find it and shape it yourself or competitors and customers will do it for you And we promise you won t like the tagline A few years back a best seller called Why Johnny Can t Read shocked the education establishment and revived the lost art of phonics Now Why Johnny Can t Brand blows the lid off the marketing establishment by reviving the lost art of the Big Idea According to Bill Schley and Carl Nichols Jr modern branding is a daily choice between real muscle building ideas and an immense smorgasbord of empty calori ed junk The stakes are huge especially in a world with 155 kinds of shampoo So why do so many good companies choose wrong In fact why do most fail to differentiate at all handing what some call an unfair advantage to the few who do The surprising answers and the exclusive eight week prescription to fix it are here in Why Johnny Can t Brand The secret is uncovering your Dominant Selling Idea DSI the one unifying idea at the center of every brand before you charge ahead with advertising or anything else The DSI is the thing you do that s superlative important believable memorable and tangible the difference that makes people want to buy you It puts you in a category of one In the often funny page turning style of two award winning former Madison Avenue communicators Schley and Nichols explain 1 Why real branding is the opposite of what you think 2 How positioning turns your brand asset from fool s gold to real gold 3 Why Harvard and Stanford MBAs are the last to get it but they can learn this too 4 How to find your Big Idea in about eight weeks then keep it and so much more In a world with 300 million messages whizzing by every second it gives us the ultimate advantage an inspiring power packed return to the secret of the idea centered brand **Coloring Outside the Lines** Jeff Tobe,2015-06-30

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