
Trump University Branding 101: How to Build the Most Valuable Asset of Any Business

Donald Sexton, Donald J. Trump (Foreword by)

O-Book

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DESCRIPTION

Trump University books are practical, straightforward primers on the basics of doing business the Trump way-successfully. Each book is written by a leading expert in the field and includes an inspiring Foreword by Trump himself. Key ideas throughout are illustrated by real-life examples from Trump and other senior executives in the Trump organization. Perfect for anyone who wants to get ahead in business, with or without the MBA, these streetwise books provide real-world business advice based on the one thing readers can't get in any business school-experience.

In Trump University Branding 101, you'll learn how to:

- * Build a powerful brand that increases the sales and profits of any business
- * Launch your entrepreneurial brand
- * Manage the differences between service branding and product branding
- * Develop a brand for your real estate investments
- * Make your brand far more than just a name or logo
- * Develop clear positioning and brand strategy
- * Successfully communicate your brand
- * Choose an appropriate brand name and logo
- * Reinvigorate a struggling brand
- * Use guerrilla branding for your small business

- * Build your own personal brand for career development
 - * Keep your brand image consistent
 - * Grow your brand over time
 - * Use your brand to increase the overall value of your business
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ABOUT THE AUTHOR

Don Sexton is Professor of Business at Columbia University and President of The Arrow Group, Ltd. He is a recipient of Columbia Business School's Distinguished Teaching Award, and has worked with numerous well-known companies. His articles on branding and marketing have appeared in such publications as the Harvard Business Review and the Journal of Marketing, and he is frequently quoted in media outlets such as the *New York Times* and *BusinessWeek*. He is also the author of *Trump University Marketing 101*, from Wiley.

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