



Brand Builder Workbook (The Copy Workshop)

Pamela L. Mickelson

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Entrepreneurs and brand-builders--they provide one of the most critical ingredients for the American economy--growth. The book is an outstanding tool for helping you develop the critical skills needed to deliver that growth--by building businesses and building brands. At the core of the *Brand Builder Workbook* is the simple yet powerful Brand Building Matrix: Business Goals, Target, Message, and Message Windows. The author presents step-by-step guidance for building a powerful marketing communications platform.

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