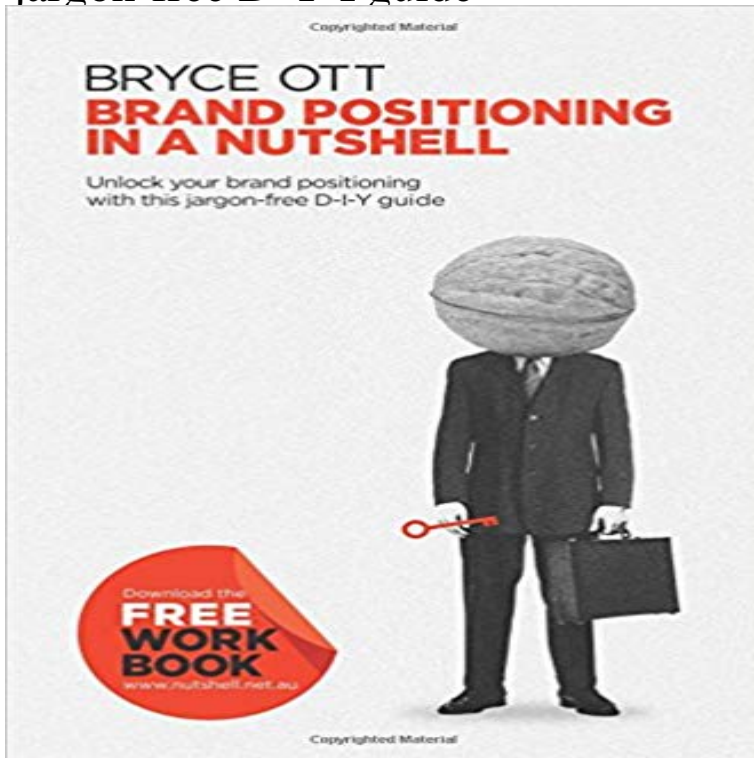


Brand Positioning in a Nutshell: Unlock your brand positioning with this jargon-free D-Y-I guide



Brand Positioning in a Nutshell fills a surprising gap in the category of books on the subject of brand. Most books in the category are either very dense and academic or very light and superficial. And very few focus specifically on the discipline of brand positioning. This book is all about helping the reader to unlock the ideal positioning of their brand themselves. It has a very practical, accessible approach that quickly covers theory and moves on to practice.

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