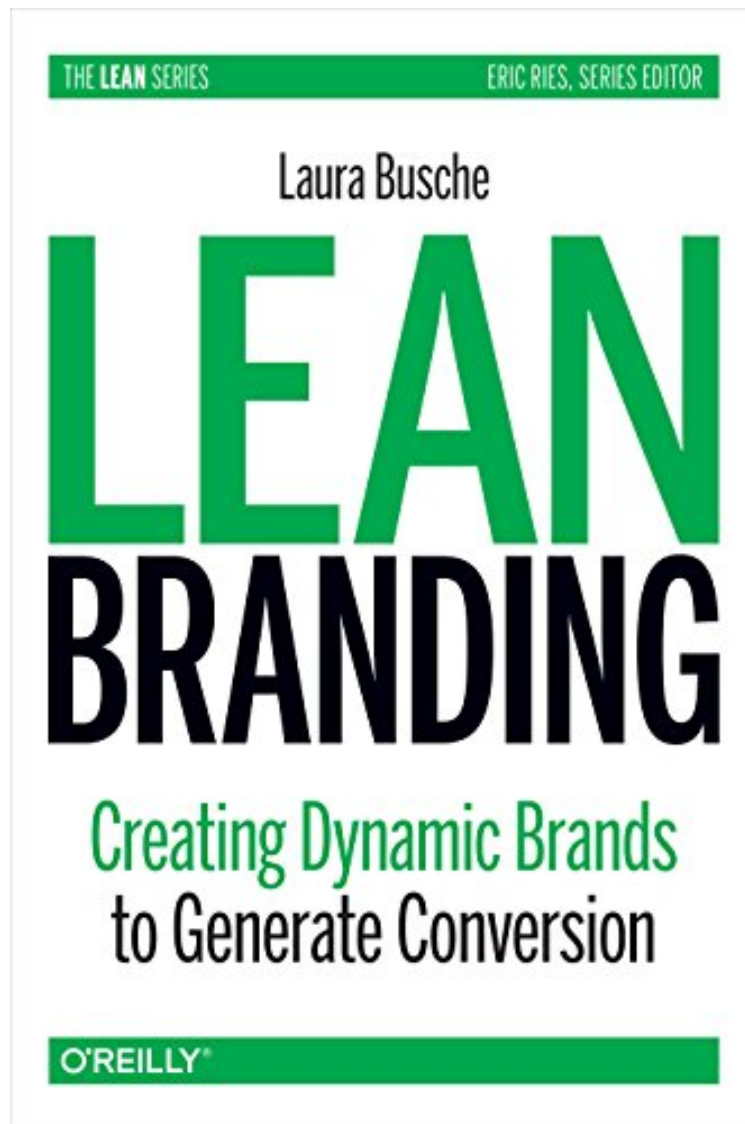


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## Lean Branding: Creating Dynamic Brands to Generate Conversion (Lean (O'Reilly))

Laura Busche

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**Laura Busche : Lean Branding: Creating Dynamic Brands to Generate Conversion (Lean (O'Reilly))** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Lean Branding: Creating Dynamic Brands to Generate Conversion (Lean (O'Reilly)):

0 of 0 people found the following review helpful. Great read for entrepreneursBy JeffreyIf you are creating a new product/service this book is worth reading. It will tell you exactly what you need to focus on when creating and launching and maintaining your brand0 of 0 people found the following review helpful. Excellent!By FC van

EizengaExcellent!6 of 9 people found the following review helpful. Invaluable information on branding at all levelsBy TFLReaderOver the years, I have worked for Fortune 500 companies, small start-ups, mom and pops and my own one-man-show. One essential common ingredient in the success of all of these types of businesses is some form of effective branding strategy. Without this, you are presenting yourself to be just like the next guy and give customers no reason whatsoever to grace your doorstep. Laura Busche does an amazing job with Lean Branding, taking you through the branding process from nuts to bolts. The points that were of most interest and value to me were:-- Various Brand Strategy Ingredients-- Branding tactics and real life case studies-- Branding and visual symbols-- The included graphics, templates and tutorials-- The psychology of brandingThere is so much here that it is impossible to list it all in one little review. Suffice it to say that if you're interested in branding - and if you are in business and want to be successful, you should be! - then this is a must read.

Every day, thousands of passionate developers come up with new startup ideas but lack the branding know-how to make them thrive. If you count yourself among them, Lean Branding is here to help.This practical toolkit helps you build your own robust, dynamic brands that generate conversion. Yoursquoll find over 100 DIY branding tactics and inspiring case studies, and step-by-step instructions for building and measuring 25 essential brand strategy ingredients, from logo design to demo-day pitches, using The Lean Startup methodology's Build-Measure-Learn loop.Learn exactly what a brand ismdash;and what it isnrsquo;tBuild a minimal set of brand ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategyMeasure your brand ingredients by using meaningful metrics to see if they meet your conversion goalsPivot your brand ingredients in new directions based on what yoursquove learnedmdash;by optimizing rather than trashingFocus specifically on brand story, symbols, or strategy by following the Build-Measure-Learn chapters that apply

About the AuthorLaura has been implementing The Lean Startup methodology with more than 150 entrepreneurs and their 90+ internet-based startups. She has learned about what makes and breaks them, what they fear as they create their brand, and how it can be fixed. This experience has allowed her to grasp first-hand what it takes to improve every component of their brand strategy from logo design to demo day pitches. Being a digital marketing mentor for Colombia's IT Ministry and its Apps.co programnbsp;--nbsp;based entirely on The Leannbsp;Startup and the Business Model Canvasnbsp;--nbsp;has given her a unique insight tonbsp;approach brand building for internet-based startups.