

# Breakthrough Branding: How Smart Entrepreneurs And Intrapreneurs Transform A Small Idea Into A Big Brand - Catherine Kaputa

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From the grassroots growth of beverage brands like Red Bull, and Honest Tea, to the exploding growth of digital brands like Twitter, and Groupon - successful companies of all types and sizes begin with three things: an entrepreneur, a winning idea, and a brand strategy. Branding expert Catherine Kaputa, founder of SelfBrand LLC, uses dozens of US and international brand histories to demonstrate what makes a brand thrive, and provides you with the tools to do the same. Author: Kaputa, Catherine Publisher: Nicholas Brealey Illustration: N Language: ENG Title: Breakthrough Branding: How Smart Entrepreneurs and Intrapreneurs Transform a Small Idea into a Big Brand Pages: 00000 (Encrypted EPUB) On Sale: 2012-06-16 SKU-13/ISBN: 9781857885811 Category: Business & Economics : Entrepreneurship Category: Business & Economics : Marketing - General

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