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keeping your brand viable, visible, and healthy. Whether you're looking to develop a logo and tagline, manage and protect your brand, launch a brand marketing plan, fix a broken brand, make customers loyal brand champions—or anything in between—Branding For Dummies makes it ...

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"Branding For Dummies is newly updated and covers everything from explaining that you likely have a brand (even if you think you don't) to branding in the digital age and using social media to engage with your customers. There are lists galore, including one to see if your brand is aging and in need of revitalizing and another to help you write a brand launch marketing plan."

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Branding is the process that aligns the opinions people hold about your brand with the set of thoughts you want them believe and trust. As you develop your brand, follow these steps, in this order:

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