



Billion-Dollar Branding: Brand Your Small Business Like a Big Business and Great Things Happen

Honey Parker, Blaine Parker

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Branding is considered to be the province of big business. Branding is thought to be a logo, a color, a font, or a type of advertising. None of these things is true. Branding is defining a company's image in such a way that the customer is left with a single feeling about that business and what they do. Branding is about finding a business's juicy center.

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