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Matt Pawelski

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A Consumers's Friend covers a method of branding that produces strong and lasting results while costing little to no capital to implement. Covering topics from design to brand recognition, this sociable branding approach with have consumers interacting with your brand like never before. Are you ready to become your consumers's friend?Matt calls upon a plethora of anecdotes from his past experiences to bring to life the ideas within A Consumers's Friend. Using humor to grab your attention and assist in providing a strong understanding for the reader, this book can be enjoyed by all. This book is a perfect starting point for businesses looking to up their game when it comes to branding. Covering the concepts of creating a brand that will stick with your consumer and then giving tips and tricks for making effective ads within a variety of media platforms, this book is a must read for branding.

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