

Branding that Means Business

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2026-06

Synopsis

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| inLanguage | english |

A revelatory guide on how to build, sustain and grow a brand.
A brand is either beloved, or it's noise. We live in a fast-paced world of immediate gratification where consumers can listen to any song, watch any movie, or read any article, with the touch of a few buttons. They are peppered with hyper-personalized targeting for products that can be ordered seamlessly and arrive within hours. And if your brand isn't the first to come to mind, they'll click that button and it'll be delivered by someone else.
So how do you make sure your brand connects with consumers? *Branding that Means Business* draws from the authors' experience and business literature as well as psychology, sociology, and even anthropology to show readers that while any brand serves the business, the mechanisms that enable it are all about connecting with people. Readers will learn how to create, maintain, and operationalize their brand, and think creatively about how to differentiate their product and most importantly, make consumers fall in love with it.

Reader's comments

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