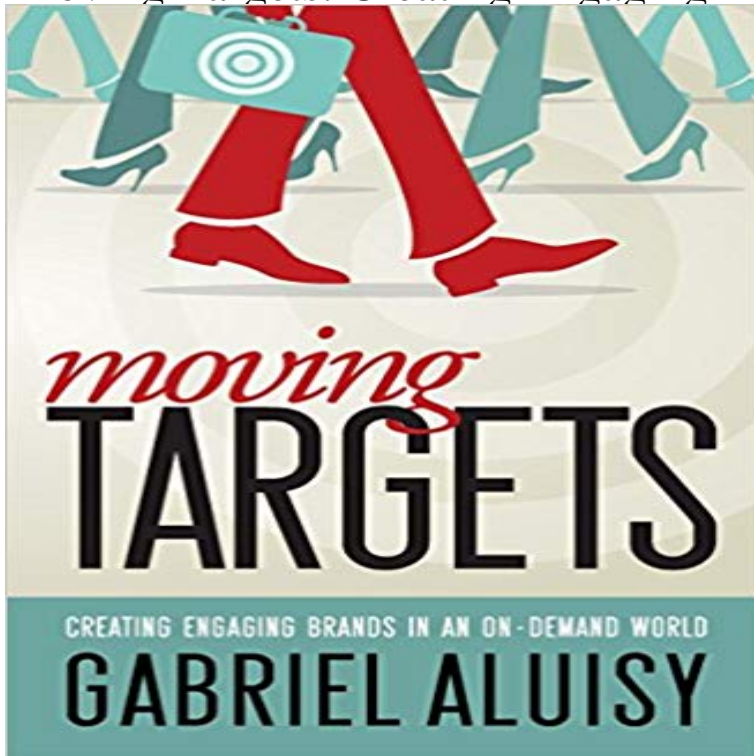


Moving Targets: Creating Engaging Brands in an On-Demand World



Consumers are moving faster. They are more demanding and savvy than at any other period in history. At the same time, the world has become an impersonal place. This book will show you how to make your product or service more appealing to prospects, move them emotionally and forge deeper connections that create passionate, loyal customers for your brand. Weaving personal anecdotes, examples from the world's top companies and interviews from founders and executives of innovative brands (LiveIntent, Cigar City Brewing, College Hunks Hauling Junk and more) *Moving Targets* teaches entrepreneurs and brand managers the new rules of branding. This book will teach you how to build a winning team culture, define your niche, build a loyal brand following, design a killer logo, create ads and marketing campaigns that convert and so much more!

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