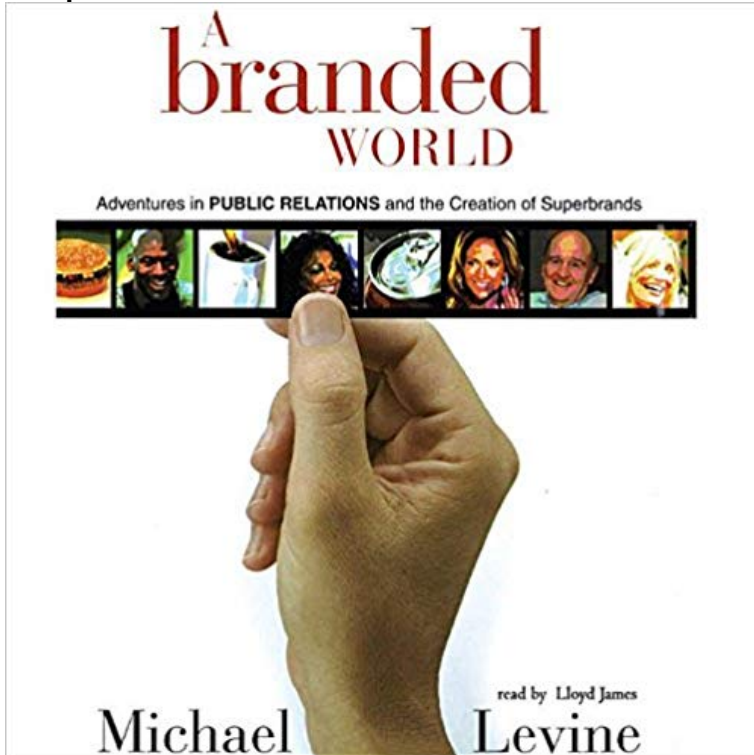


A Branded World: Adventures in Public Relations and the Creation of Superbrands



Branding is ultimately a way of differentiating your product from the competition. Whether you're selling a celebrity image, automobiles, or a financial service, your goal is to make your brand the most recognizable by the consumer. But there's much more to effective branding than ubiquitous advertising and a memorable slogan. Public relations is becoming key to the entire strategy. PR is much more than just damage control for when something goes wrong; it's an effective way to communicate the story of your brand through media outlets that the public trusts. Filled with engaging stories and nuts-and-bolts tips, *A Branded World* shows marketers and brand managers how to tap into the power of PR to build stronger brands.

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