



Tutto fa branding: Guida pratica al personal branding (I Prof) (Italian Edition)

Gioia Gottini

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"Tutto fa branding - Guida pratica al personal branding" di Gioia Gottini (la coltivatrice di successi più amata dagli italiani!) è un manuale professionale ricco di teoria, spunti, case history e di esercizi che ruotano intorno al personal branding.

Ma cosa si cela dietro questa parola, a tratti oscura?

Brand significa marca, ma non è solo un logo su una scatola di cereali. No, è un insieme di valori nei quali tu, consumatore, ti identifichi. E che ti fanno comprare.

Ecco, nel caso del "Personal Branding [...] l'attività? e chi la svolge si sovrappongono, e i valori che esprimono i tuoi prodotti sono anche i tuoi personali. [...] Al centro non c'è? solo quello che fai, ma ci sei anche tu [...]: la tua storia e? interessante, la tua attività? ha il tuo volto e il tuo nome, e le persone, se devono comprare, sono rassicurate dal fatto di «vedere» da chi comprano. Perché le persone amano comprare da altre persone".

Una guida ricchissima che ti aiuta a trovare la tua mission e vision, decidere il tuo slogan, individuare il target giusto al quale rivolgerti, capire che offerte fare e a quali prezzi. Ma non solo: ci sarà spazio anche per comunicare a fondo con la tua personalità, e magari con un'immagine coordinata.

In ogni capitolo, tanti esercizi, siti, link utili e una bibliografia molto ampia di letture di approfondimento.

Il tutto spiegato con la penna ironica, pungente, chiara e super professionale di Gioia Gottini, una vera esperta di branding, che ha saputo strutturare il manuale in modo da poterlo consultare in modo pratico. Realizzato in collaborazione con C+B - la casa + bottega delle imprenditrici creative italiane - l'autrice è infatti uno dei capisaldi della redazione - l'ebook di Gioia sa raccontare il personal branding in maniera accessibile per tutti, per aiutare davvero chi è agli inizi della sua carriera o chi vuole aggiustare il tiro, se già in proprio.

Perché con un branding fatto bene si può davvero far decollare il proprio business!

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Jeffery Harman:

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