



# Avance De Marca: Transformación De Una Idea Pequeña En Una Gran Idea (Spanish Edition)

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La creación de marcas es un proceso muy complicado; no solo implica poner un nombre y publicarlo sino que involucra seguir una serie de pasos con la finalidad de que la gente la conozca y compre los productos relacionados con dicha marca.

En este libro el lector encontrará once capítulos relacionados con la creación de una marca y lo que hay que hacer para que la gente la consuma. Recomendaciones como crear un nombre, un logotipo, un diseño, un eslogan, entre otros se resumen en este libro además de consejos para relacionarse con la gente adecuada para que su negocio y su marca progresen.

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