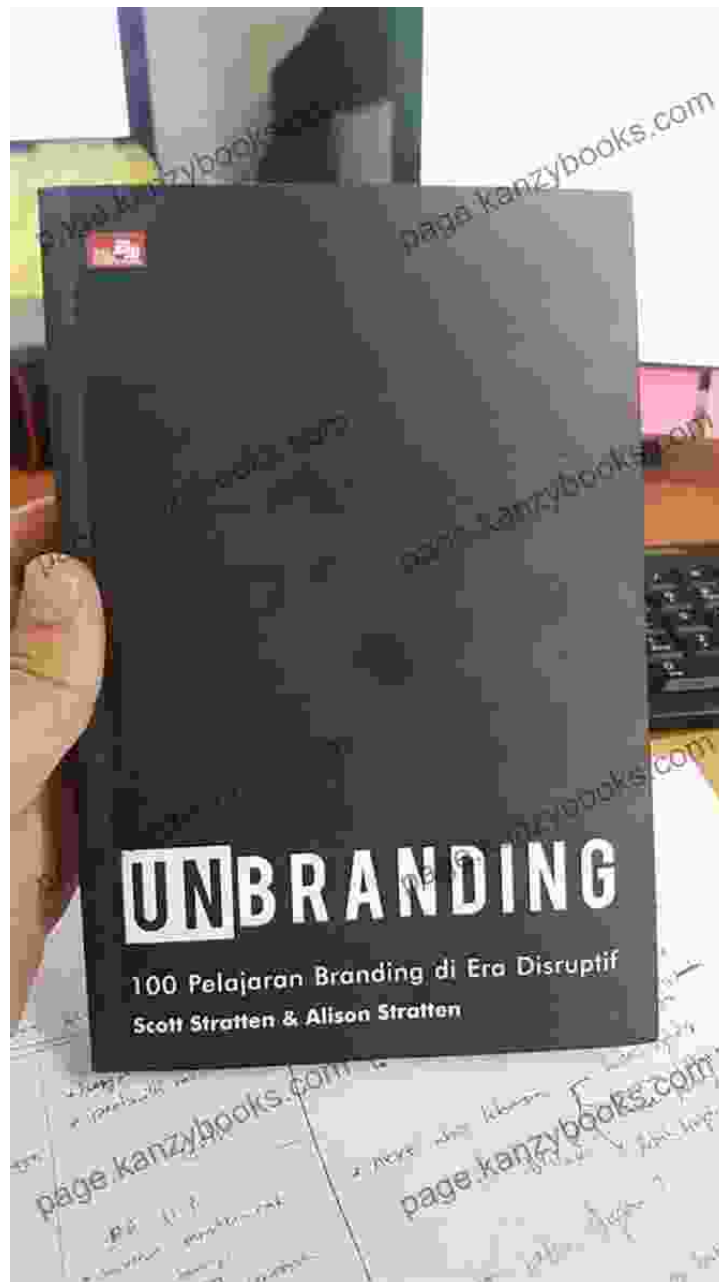


Unbranding: The Ultimate Guide to Stand Out in the Age of Disruption

Unbranding 100 Branding Lessons For The Age Of Disruption



In the ever-evolving world of marketing, branding has long been considered the holy grail. But in the age of disruption, when traditional marketing

tactics are becoming less and less effective, it's time to rethink our approach to branding.



UnBranding: 100 Branding Lessons for the Age of Disruption by Scott Stratten

★★★★☆ 4.3 out of 5

Language	: English
File size	: 14961 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 310 pages
Lending	: Enabled



In his groundbreaking book, *Unbranding: 100 Branding Lessons for the Age of Disruption*, branding expert William Arruda argues that the old rules of branding no longer apply. Today, consumers are more likely to trust their peers than corporate marketing messages. They're looking for brands that are authentic, transparent, and relatable.

Unbranding provides a roadmap for businesses to navigate this new landscape. Arruda offers 100 practical lessons that will help you create a brand that is relevant, resonant, and resilient in the face of disruption.

Here are just a few of the lessons you'll learn in *Unbranding*:

* How to build a brand that is authentic and true to your core values * How to use social media to connect with your customers and build a community

* How to create content that is engaging and shareable * How to measure the effectiveness of your branding efforts

If you're ready to ditch the old rules of branding and embrace a new approach, then *Unbranding* is the book for you. With its practical advice and inspiring insights, *Unbranding* will help you create a brand that is built to last in the age of disruption.

What Others Are Saying About Unbranding



“Unbranding is a must-read for anyone who wants to create a brand that is relevant, resonant, and resilient in the face of disruption.” - Gary Vaynerchuk, CEO of VaynerMedia”



“William Arruda has written the definitive guide to branding in the age of disruption. Unbranding is a treasure trove of practical lessons and insights that will help you build a brand that matters.” - Jay Baer, author of Hug Your Haters”



“Unbranding is a game-changer. If you're looking to create a brand that stands out from the crowd, this is the book for you.” - Ann Handley, author of Everybody Writes”

About the Author

William Arruda is a branding expert and the CEO of Reach Media Group. He has helped thousands of businesses build strong brands, including IBM, Microsoft, and Coca-Cola. He is a frequent speaker at conferences and has been featured in publications such as The Wall Street Journal, The New York Times, and Forbes.

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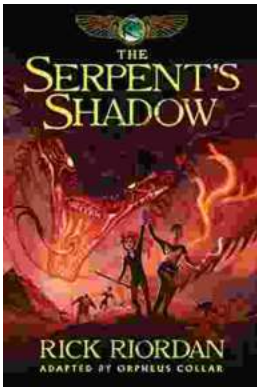
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