



## The Brand Who Cried Wolf: Deliver on Your Company's Promise and Create Customers for Life

By Scott Deming

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, The Brand Who Cried Wolf: Deliver on Your Company's Promise and Create Customers for Life, Scott Deming, PRAISE FOR THE BRAND WHO CRIED "WOLF" "Powerful brands command. Read this insightful book and allow Scott to share how to make your brand stand out and deliver you buckets of money!" Mark Victor Hansen, bestselling author of the ChickenSoup for the Soul(r) series "Deming's approach to branding is not about gimmicks. It's about relationships-the real formula for building and sustaining your brand and your business." Rieva Lesonsky, Editorial Director, Entrepreneur magazine "It doesn't matter what you sell. We're all selling service. Deming's book shows businesses of all sizes how to create incredible brand power through innovative service levels. The Brand Who Cried Wolf will not end up on your book shelf; it will stay in your briefcase or on your desk as a daily reference guide. If you want to grow your business, get this book!" John Valletta, President, Super 8 Motels "Deming's revelations on creating an emotionally engaging experience between you and your customer are without equal!" Joel Bauer, bestselling coauthor of How to Persuade People Who Don't Want to Be Persuaded "The Brand Who Cried Wolf explains how every customer interaction, large..."

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