



Twist: How Fresh Perspectives Build Breakthrough Brands

Julie Cottineau

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Is your small business or non-profit having trouble standing out in today's crowded and competitive markets? In your efforts to look legitimate, you're likely promoting your brand with promises, words and images that blend in instead of break through. The solution? Find your Twist. In this book, Julie Cottineau, former Vp of Brand for Virgin, founder of Brand School and a global authority on impactful and effective branding, shares her unique Twist approach which helps businesses remove their brand blinders and look outside of their categories for actionable insights that build stronger brands and better business results. She uses easy to follow examples of actual small businesses that have successfully applied her methodology. Don't waste another minute on "me-too" marketing until you read this book and build your own Twist.

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