

Title:

From Better To Best - Corporate Branding

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666

Summary:

Have you ever wondered how multi-national companies like McDonalds, Coca-cola, Microsoft, Appl

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Article Body:

Have you ever wondered how multi-national companies like McDonalds, Coca-cola, Microsoft, Appl

1. First Impressions Last

When you distribute a business card, see what dominates that small piece of paper. Brand names

- Be original.

- Do not be overly creative - business cards must be functional. Sure a uniquely sized/shaped

- From your options, choose one that has a global appeal.

2. Branding

In today's global marketplace, a brand is considered as a valuable corporate asset and a marke

3. The Simpler The Better

When creating the company logo, it is much more advisable to be creative and distinctive. The

4. Brand Name Equals Image

With the Internet being considered as the most powerful marketing tool, it is very important t

5. Be Consistent

Corporate branding takes time. It includes your company name, your logo, your customer service

6. Create A Powerful, Branded Web Site

Marketing though the Internet is yet another aspect of corporate branding. You should develop

7. Research, Manage, Dominate!

Try visiting websites which offer corporate branding and advertising services. Better yet, loo

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