



Trump University Branding 101: How to Build the Most Valuable Asset of Any Business

Donald Sexton

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In Trump University Branding 101, you'll learn how to:

- * Build a powerful brand that increases the sales and profits of any business
- * Launch your entrepreneurial brand
- * Manage the differences between service branding and product branding
- * Develop a brand for your real estate investments
- * Make your brand far more than just a name or logo
- * Develop clear positioning and brand strategy
- * Successfully communicate your brand
- * Choose an appropriate brand name and logo
- * Reinvigorate a struggling brand
- * Use guerrilla branding for your small business
- * Build your own personal brand for career development
- * Keep your brand image consistent
- * Grow your brand over time
- * Use your brand to increase the overall value of your business

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