

Brand the Change: The Branding Guide for social entrepreneurs, disruptors, not-for-profits and corporate troublemakers By Anne Miltenburg In the real world we have to be creative and strategic about how we brand our initiatives and get the support we need to help them grow into effective sustainable organisations. This toolkit opens up the methods of Anne Miltenburg for everyone looking to build or strengthen their brand for change: social entrepreneurs activists NGOs creatives and disruptive businesses. With over twelve years of experience as a brand developer Anne Miltenburg has worked with organisations and people as diverse as tech companies artisans women's rights activists and bankers from Zambia to Tunisia and from the USA to Saudi Arabia. Brand the Change: The Branding Guide for social entrepreneurs disruptors not-for-profits and corporate troublemakers Anne Miltenburg is a Dutch brand developer specialised in brand strategy for social and environmental change. She was educated as a designer at the Royal Academy of Fine Arts in the Hague and started her career at renown brand agencies Studio Dumbar Lava and Interbrand as designer strategist and creative director. Whether you are launching a company and need to brand your own product or you are a professional helping other companies brand and communicate about their product this is your must read book. It explains the value of branding guides you through a process of setting up a strong brand and in that process makes you aware of all things around it that must be understood and put in place for any company to be successful. Thanks! Really useful and easy to use in context on my projects ! 9063694784 I enjoyed reading the book it's written in a very easy way so that anyone can understand it and I did the exercises presented at the back. 9063694784 This book and method has helped my design practice immensely! I used bits and parts of brand strategy in sessions with clients but in this method it all came together.

In a perfect world great changemaking ventures would grow purely based on their own merit, Creating a strong brand is crucial to increasing your impact and getting the audience you deserve: To help her clients and workshop participants think like brand strategists Anne developed tools and exercises to make the branding process easy to comprehend and apply. Her work was awarded an ADCN award and a European Design Award a, Her writing on branding design and creativity has appeared in Stanford Social Innovation Review Forbes Eye WorksThatWork and on Skoll. In 2014 she set up The Branding a learning company that helps change makers build stronger brands through tools training and a community of peers, Great Tool! It has helped create a framework for brand management it challenges my clients to think in a strategic and methodical way, The design is really creative and motivating and the writing is sharp and engaging: Fantastic to capture the methodology of brand as than just a logo and through the lens of social value / doing good, In the end it's a comprehensive business book that gives you very easy to grasp tools to apply theory and common sense to your daily business, I was never a fan of business books but this one helped me improve my understanding of business development in broad sense of the word. Very practical if you want to build your own brand or you want to have info about branding, I wish books were written in the same style I finished it in 2 days: It will be a great help for entrepreneurs startups and small and medium companies who want to create or further develop their brand/company: Even better it becomes visual the result is not just a pdf somewhere in a folder. I use this method on a daily basis since 2017 and the book is within reach of my computer if I want to show someone something or look something up: Anne is a brand genius and she used all her experience in branding to put in this book. You'll not just get a book if you purchase this you'll be guided by her and can fall back on it every time you are getting off track: Especially the toolkit and the thorough explanation about the case studies: 9063694784 Not only is this book highly informative but it also breaks down the steps of branding process from start to finish. 9063694784 The book walks you through the whole branding process, It is extremely easy to read and packed with examples from beginning to end: Great tools that trigger the right discussion within the team.o.org. Anne lives and works in Nairobi Kenya. 9063694784 Loved the case studies and the tools. 9063694784 If you are hesitating don't! Order the book.It will change your view on branding and marketing. 9063694784 Really great

toolkit. I follow Anne since first edition and love the content. 9063694784 Very simple and very useful book. 9063694784 EXCELLENT book. A must have. I would recommend this to any and all entrepreneurs. 9063694784

