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Sandra Sellani

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What's Your BQ? It could be the most important question you can ask and answer if you are running a business in today's competitive landscape. Consider the fact that that 80% of new brands fail upon introduction and another 10% fail within five years. With the heightened competition and consumer savvy of the 21st century, it is imperative that every business owner knows how to build a competitive advantage into their brand. The book will give you a customized snapshot of your company's brand strengths and weaknesses through a 40-question test. The author will then take you through a step by step process of brand assessment, improvement and planning. The results can have a profound impact on the longevity of your business, large or small.

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