



TechnoBrands: How to Create & Use "Brand Identity" to Market, Advertise & Sell Technology Products

Chuck Pettis

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In TechnoBrands, Chuck Pettis introduces the first published step-by-step process for building brands. While modern day "branding" has been around for more than a century-everybody knows the power of names such as Coca-Cola, Microsoft, GE, Disney, Intel, or Nokia-very few people know the "secrets" of branding and how to successfully apply branding. Filled with examples and insights from successful technology marketers, such as Hewlett-Packard, Microsoft, and Intel, TechnoBrands describes every step in the branding process, including: market research, creating the brand identity, applying the brand, and creating successful brand names. While written from a technology product perspective, the proven branding process in TechnoBrands has been applied to consumer brands and non-profit organizations, with great success. "Chuck Pettis has written an important book on a subject of great significance to technology companies of all types. Those who don't grasp the meaning and value of the brand assets can only hope their competitors are equally naïve."- Roy E. Verley, Director, Corporate Communications, Hewlett-Packard "Building strong brands is the only way to ensure enduring profitable growth. If this is your goal, read TechnoBrands."-Larry Light, President & CEO, Arcature Corporation

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