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The Fortune Cookie Principle: The 20 keys to a great brand ...

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Every idea, innovation, product
and service has two elements.
The cookie.... the commodity, the
utility, the tangible, the facts, the
logical benefit. The cookie is the
thing you put in the shop window
which has a fixed inherent value.
Then there's the fortune, the
intangible part of the product or
service which is where the real
value lies.

The Fortune Cookie Principle | The
Key to Great Brand Story
In The Fortune Cookie Principle,
she's identified 20 keys to a great
brand story. Here are my favorite

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Three: Each brand comes with a fortune and a cookie, so you have to think about both. Develop your brand's vision with three questions. Make sure your brand's location and content align with the story you want it to tell.

The Fortune Cookie Principle Summary – YET RAY

In The Fortune Cookie Principle, she's identified 20 keys to a great brand story. Here are my favorite three: Each brand comes with a fortune and a cookie, so you have to think about both. Develop your brand's vision with three questions. Make sure your brand's location and content align with the story you want it to tell.

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Quick Summary: "The Fortune
Cookie Principle" demonstrates,

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Through a plethora of examples, that, in the business world of today, much more important than how good you are is how well you tell your story—and then offers a framework consisting of twenty keys to help you begin telling your brand's story from the inside out.

The Fortune Cookie Principle Summary - Bernadette Jiwa ...
The Fortune Cookie Principle is a brand building framework and communication strategy consisting of 20 keys that enable you to begin telling your brand's story from the inside out. It's the foundation upon which you can differentiate your brand and make emotional connections with the kind of clients and customers

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The Fortune Cookie Principle (□□)
I've been working to get my new book into your hands for the past nine months, so I'm thrilled to let you know that The Fortune Cookie Principle: The 20 Keys to a Great Brand Story and Why Your Business Needs One is now available on Amazon. The Kindle edition is on sale at the introductory price of \$3.99. So today is great day to buy your copy and to give one to a friend who has a story to ...

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Reach and reaction Your
customers' reaction to your brand
is what actually shapes and builds
it. Of course, you give them a
head start by sharing the story
and the message, but your
customers have a say in creating
the ending.

Book Review: The Fortune Cookie
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To A Great Brand Story And Why
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