

The Fortune Cookie Principle The 20 Keys To A Great Brand Story And Why Your Business Needs One

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Brand Storytelling

For more information, read The Fortune Cookie Principle (Jiwa, 2013) Content collected and designed by Emily Linginfelter (Xavier, '17) on March 13, 2017 Product + Meaning = Brand Understanding your business has less to do with the product or service you sell & more with the feelings your brand elicits Your job is to matter to customers

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