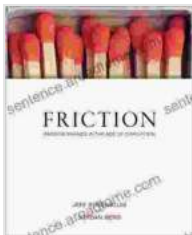


Friction: Passion Brands in the Age of Disruption

By Aaron Wall

In the age of disruption, it's more important than ever to have a strong brand. A brand that is authentic, relatable, and memorable. A brand that people are passionate about.



Friction: Passion Brands in the Age of Disruption

by Jeff Rosenblum

★★★★☆ 4.4 out of 5

Language : English
File size : 701 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 170 pages



Friction: Passion Brands in the Age of Disruption shows you how to build a brand that people will love. A brand that will stand out from the competition and thrive in the face of change.

Aaron Wall, the author of Friction, is a world-renowned brand strategist and the founder of the world's leading brand strategy firm, Brandfolder. He has helped some of the world's most successful brands, including Google, Nike, and Starbucks, build their brands.

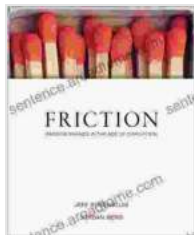
In Friction, Wall shares his insights on what it takes to build a successful brand in today's rapidly changing world. He explains how to:

- Identify your brand's purpose and values
- Create a brand story that resonates with your audience
- Develop a distinctive brand identity
- Build a strong brand community
- Measure your brand's success

Friction is a must-read for anyone who wants to understand how to build a successful brand in today's rapidly changing world. It's a practical, actionable guide that will help you create a brand that people will love.

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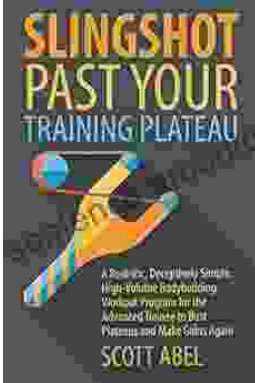
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