

Westchester business leader writes book that demystifies branding for small business

Westchester, NY; July 30, 2008 – Westchester resident and prominent marketing professional, Rocky Cipriano, has written a new book on brand marketing, titled “Branding Insights for Small Business.”

For anyone looking to create a new brand, or revamp one that is ineffective or out-of-date, this book is a must-read. It provides all the tools needed to create an influential brand. “Most small businesses don’t have access to, or can’t afford, a high-level brand strategist,” says book author, Rocky Cipriano. “My book supplies small business owners with the suite of branding tools they need to grow their business through effective brand marketing.”

Written as a “users manual” for developing a successful branding approach, the book explains the basics about branding and brand marketing in a jargon-free, easy-to-understand style. The book has numerous examples, case studies, illustrations and graphics to explain each branding principle and how it can be applied to the real world situations of most small businesses. “This is not a book on advanced brand theories or strategies.” says Mr. Cipriano, “But, rather it provides a simple, step-by-step process that shows how tried and true branding tactics used by large corporations can be leveraged to benefit small businesses.”

To learn more about the book and receive a complimentary chapter, please visit www.brandinginsightsbook.com.

Mr. Cipriano has worked for over 20 years in advertising and marketing, having created programs that run the complete marketing gamut: from strategic planning to comprehensive branding programs, from targeting market niches to producing websites, brochures and TV commercials. His strong creative abilities, have won him numerous awards in advertising and design, which compliment his keen business and analytical skills. This combination is an asset in every phase of the marketing and sales process – from planning to implementation.

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