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And Why Your Business
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brand and make emotional connections with the kind of clients and customers you want to serve.

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Keys to a Great Brand ...

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

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to a Great Brand Story
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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 three: Each brand

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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

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TO A GREAT Brand Story

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Keys to a Great Brand ...

Quick Summary: “ The Fortune Cookie
Principle ” demonstrates, through a
plethora of examples, that, in the business

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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.

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Bernadette Jiwa ...

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with the kind of clients and customers you
want to serve.

The Fortune Cookie Principle (豆瓣)

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into your hands for the past nine months,
so I ' m thrilled to let you know that The
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The Fortune Cookie Principle. The Keys

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keys to a great brand ...

Fortune Cookie Principle No. 20: 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.

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Book Review: The Fortune Cookie
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