

BUSINESS CLASS

Presented by
Twin Cities Media Alliance

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Branding Your Business or Organization for Success

Eager to keep learning? Check out these titles from the library!

Books available from the library:

- *Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand* by Jeremy Miller
- *Obsessed: Building a Brand People Love from Day One* by Emily Heyward
- *Social Media Success for Every Brand: The Five Storybrand Pillars That Turn Posts into Profits* by Claire Diaz-Ortiz
- *The New Rules of Marketing & PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly* by David Meerman Scott

LinkedIn Learning Database: Easy-to-use video tutorials to help you learn business, technical and creative skills. Use your library card and PIN to log in at:

<https://www.linkedin.com/learning-login/go/anokacountylibrary>

- Marketing on Instagram
- Marketing Tools: The Top 50 Digital Marketing Tools and Services
- Brand and Marketing Integration
- The 22 Immutable Laws of Branding (Blinkist Summary)
- Brand Leadership: Building Brand and Culture
- ...and so many more!



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