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'The Fortune Cookie Principle' is a brand building framework and communication strategy consisting of 20 keys that enable you to begin telling your brand 's story from the inside out. It 's the foundation upon which you can differentiate your brand and make emotional connections with the kind of clients and customers you want to serve.

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The Fortune Cookie Principle: The 20 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 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 comes with a

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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 – YET RAY

In The Fortune Cookie Principle, she 's identified 20 keys to a great brand story. Here are my favorite three: Each brand 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 - Four Minute Books

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

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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.

The Fortune Cookie Principle Summary - Bernadette Jiwa ...

The Fortune Cookie Principle is a brand building framework and communication strategy consisting of 20 keys that enable you to begin telling your brand ' s story from the inside out. It ' s the foundation upon which you can differentiate your brand and make emotional connections with the kind of clients and customers you want to serve.

The Fortune Cookie Principle

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(豆瓣) Great Brand Story

I ' ve been working to get my new book into your hands for the past nine months, so I ' m thrilled to let you know that The Fortune Cookie Principle: The 20 Keys to a Great Brand Story and Why Your Business Needs One is now available on Amazon. The Kindle edition is on sale at the introductory price of \$3.99. So today is great day to buy your copy and to give one to a friend who has a story to ...

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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.

Book Review: The Fortune Cookie
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