



# Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand

*Jeremy Miller*

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*2016 Small Business Book Awards — Nominated, Marketing category*

**Sticky Brands exist in almost every industry.**

Companies like Apple, Nike, and Starbucks have made themselves as recognizable as they are successful.

But large companies are not the only ones who can stand out. Any business willing to challenge industry norms and find innovative ways to serve its customers can grow into a Sticky Brand.

Based on a decade of research into what makes companies successful, *Sticky Branding* is your branding playbook. It provides ideas, stories, and exercises that will make your company stand out, attract customers, and grow into an incredible brand. *Sticky Branding*'s 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries.

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