



The Ad-Free Brand: Secrets to Building Successful Brands in a Digital World (Que Biz-Tech)

Chris Grams

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Today you can build powerful, enduring brands at amazingly low cost — *without* expensive ad campaigns, huge marketing budgets, self-interested outside agencies, or deep specialized expertise. All you need are passion for your brand, low-cost digital tools, and *The Ad-Free Brand*. Drawing on his experience helping build Red Hat's billion-dollar global brand, Chris Grams integrates classic brand positioning concepts with 21st century digital strategies, tools, and practices. Grams presents great new ways to collaboratively uncover, communicate, and evolve your ideal brand position, embed it in organizational culture, and work with your brand community to make it come to life. This step-by-step guide will lead you through the entire brand positioning process, while providing *all you need to build a winning brand on a tight budget!*

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