



# Twist: How Fresh Perspectives Build Breakthrough Brands

By Julie Cottineau

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Is your small business or non-profit having trouble standing out in today's crowded and competitive markets? In your efforts to look legitimate, you're likely promoting your brand with promises, words and images that blend in instead of break through. The solution? Find your Twist. In this book, Julie Cottineau, former Vp of Brand for Virgin, founder of Brand School and a global authority on impactful and effective branding, shares her unique Twist approach which helps businesses remove their brand blinders and look outside of their categories for actionable insights that build stronger brands and better business results. She uses easy to follow examples of actual small businesses that have successfully applied her methodology. Don't waste another minute on "me-too" marketing until you read this book and build your own Twist.

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#### Review

*"This bold book encourages entrepreneurs and brand owners across all types of businesses to think outside the limits of their category and take risks, and gives them the tools to make them stand out from their competitors."* -- Laura Winston, attorney, Kim Winston LLP

*"Julie's rich experience as the vice president of brand for Virgin has been brought to life in TWIST - a wakeup call and a road map for building brands that stand apart from the competition."* -- Raul Leal, CEO of Virgin Hotels

*"This book is a gift to small business owners, packed with information and strategies for potent branding, and full of obvious experience, wisdom and from-the-ground knowledge."* -- Sarah Hinawi, executive director, Purpl Center for Learning and Social Innovation

#### About the Author

Julie Cottineau is the creator of Brand School by BrandTwist, a unique and actionable online branding class for entrepreneurs, small businesses and non-profits. Before starting her own brand school and consultancy, Julie honed her branding chops at a series of high level agency positions including as vice president management supervisor at Grey Global in both the US and France and executive director of consumer branding at Interbrand. She has client-side experience as the vice president of brand at Richard Branson's Virgin Management Group overseeing branding strategy for new and established Virgin companies in North America. Julie loves to teach and talk about branding and has been an adjunct professor and visiting senior lecturer at Columbia and Cornell Universities as well as a frequent branding commentator on Twitter and in top business media such as Forbes.com, Entrepreneur Magazine, CNN, and American Express Open Forum.

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