



## Creative, Marketing & Branding Consultation Services

### News Release

FOR IMMEDIATE RELEASE

#### **MannPower Design Releases New eBook - Emotional Branding for Success: A Three-dimensional Approach**

MOUNT TABOR, N.J. (January 26, 2006) MannPower Design, a visual strategy and marketing consultancy that focuses on demand creation and revenue growth strategies for business-to-business companies, is pleased to announce the release of a new eBook titled “Emotional Branding for Success: A Three-dimensional Approach.”

The 8-page report written by Joseph Mann, Visual Strategist and President of MannPower Design outlines how a successful branding initiative integrates emotional branding in three critical dimensions: Customer-centric Branding, Employee-centric Branding and the Brand of the CEO. Together this three-dimensional approach forms the underlying philosophical foundation of successful branding. Ignore one, and any branding effort is destined to fail.

To download a free copy of the new eBook, visit the web site at:

<http://www.mannpowerdesign.com/news/ebook-emotional-branding.html>

#### **About MannPower Design**

MannPower Design is a visual strategy and marketing consultancy launched by Joseph Mann that blends the art of design and the science of analytics to drive demand and grow revenue for business-to-business companies across a wide range of industries. Our fusion of practical creativity and a proven understanding of business drivers enables us to solve complex demand creation and brand building challenges with our clients.

For more information, visit the web site at <http://www.mannpowerdesign.com> or contact:

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