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## **New Book Guides Business Owners to Step-by-Step Inside-Out Differentiation and Competitive Advantage**

**Colorado Springs, CO – April 2, 2010** – Awarded ‘Editor’s Choice,’ and ‘Rising Star’ by publisher IUniverse, The Brand Ascension Group announces *Brand DNA: Uncover Your Organization’s Genetic Code For Competitive Advantage*, a step-by-step brand defining novel which uncovers critical and foundational steps to cultivate brand differentiation from the inside out (without spending a single dollar in marketing).

The book, written as a business novel, follows a young entrepreneur, Meg, whose ambition is to create and sustain a successful eco-friendly body care product business. After leaving her secure position in corporate America, she is introduced to The Brand Ascension Group and their proprietary brand-building methodology. Here, she discovers the secret of how to propel her business to the next level—from the inside out.

“Brand DNA fulfills a huge gap in small business’ success strategy. Their brand-defining process is a critical foundational step that is too often overlooked because of the enormous demands on a business owner. Their step-by-step method makes this strategy highly do-able and fun,” says Suzanne Tulien, Principal and co-founder of the Brand Ascension Group.

Brand DNA not only follows Meg through typical trials and tribulations that tend to come with business ownership, but also illustrates how she and her employees progress through the experiential exercises. The reader is guided to create their own Brand DNA roadmap by completing the same exercises Meg and her team completes.

According to Dr. Joseph Michelli, customer experience expert and best-selling author of *The Starbucks Experience* and others,

*“Carol Chapman and Suzanne Tulien have **done the seemingly impossible**. They’ve created a powerful opportunity for readers to completely transform their businesses from the inside out. Brand DNA is a step-by-step guide to creating a bulletproof brand. It uses story, exercises, and direct consulting wisdom to explore the foundations and daily care needed to take your company well beyond the next level. I write about great national and international brands like Starbucks and The Ritz-Carlton Hotel Company. **Brand DNA is the blue print** to propel your business to that level of brand preeminence. This book will be a valued resource for me for years to come.”*

Brand DNA is available now for pre-orders through the web site listed below and should be available within 60 days at the traditional Amazon.com and Barnes and Noble sites.

To find out more about this must-have book and order copies visit:

[www.BrandAscension.com/branddna\\_book.html](http://www.BrandAscension.com/branddna_book.html).

*Headquartered in Colorado Springs, CO, The Brand Ascension Group, LLC is a multifaceted consulting and training firm that partners with organizations at the internal level to elevate their brands through proprietary, internally focused, Brand DNA (Dimensional Nucleic Assets®) and Brand Elevation™ methodologies.*  
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