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**New Book Teaches Small Businesses to Overcome
Economic Influences by Building a World-Class Brand
from the Inside Out**

Colorado Springs, CO - April 2, 2010 – In the wake of difficult economic times, The Brand Ascension Group, recipient of the ‘Editor’s Choice Award’ and ‘Rising Star Award’ from iUniverse, announces its newly published book, *Brand DNA: Uncover Your Organization’s Genetic Code For Competitive Advantage*. This experiential business novel offers small business owners the tools to overcome an unfavorable economic climate through a step-by-step methodology used to foster and cultivate brand differentiation and memorable customer experiences; without spending a single dollar on marketing.

The novel focuses on Meg, a passionate entrepreneur whose aspiration is to become a successful business owner. After leaving corporate America, she is determined to create a successful eco-friendly body care business. Only after being introduced to the Brand Ascension Group, does Meg realize results as to how her brand out-behaves the competition.

By developing her own unique Brand DNA, Meg learns that in order to create a world-class brand she must ensure her brand is consistent, relevant, and distinctive. Not only does the reader follow Meg through this ground-breaking methodology, but they themselves are guided to create their own Brand DNA roadmap by completing the same exercises as Meg and her team. This experiential novel reveals implementable strategies that create, launch, and propel a powerful brand from the inside out!

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 for pre-order in April 2010 through the web site listed below and is scheduled to be available at the traditional Amazon.com and Barnes and Noble sites within 60 days.

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

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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