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Included in this text is a rich examination of the relationship among the entrepreneur, the company and the customer, and how the brand results from and ultimately represents that relationship. Lessons from the six legendary brand-builders show how vision and values can transform both traditional and online businesses.

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Experienced entrepreneurs have to deal with this no matter how long they've been in business -- trying to establish a brand, adjust to match or exceed the competition and keep your business profitable is a challenge no matter how many years you've been in business.

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11 Brand New Books for Every Entrepreneur's Reading List

I've written in the past about my favorite books for female entrepreneurs, creative entrepreneurs, social media skill building, improving writing, honing public speaking, and more, but so many great new books are added to Amazon every day, it's hard to keep track. I've rounded up some of the most interesting, promising and best-selling October releases in the categories of Leadership, Business and Marketing to add to your entrepreneurial reading list.

Brand-New Business Books Every Entrepreneur Should Read

Branding is a marketing strategy that involves creating a differentiated name and image -- often using a logo and/or tag line -- in order to establish a presence in the consumer's mind and attract and keep customers.

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