



The Power of Branding: Telling Your School's Story

By Tony Sinanis, Joseph M. Sanfelippo

SAGE Publications Inc. Paperback. Book Condition: new. BRAND NEW, The Power of Branding: Telling Your School's Story, Tony Sinanis, Joseph M. Sanfelippo, This book explores the idea of why branding schools is important, the benefits of branding a school, and gives leaders an action plan for branding. Branding is a way for leaders to make students' learning visible to the entire education community in order to share best practices, celebrate achievements, and make sure that the education community is focused on the most important person: the student. This book will give leaders: *An understanding of why branding is so important to students' success *Stories of how branding has brought positive impacts to schools *Tools to start telling your school story There is also the Connected Educators Series website where readers can connect with all of the authors of the series, find more resources, and find real support for putting branding into practice.



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