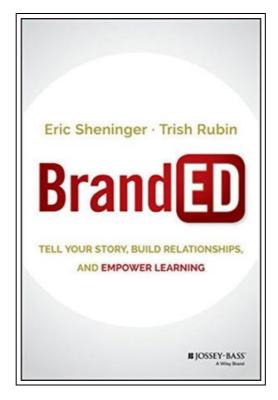
# BrandED: Tell Your Story, Build Relationships, and Empower Learning (Hardback)



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#### Reviews

This book is indeed gripping and interesting. It really is rally exciting throgh studying period. Its been written in an extremely easy way and is particularly merely soon after i finished reading this book through which in fact changed me, affect the way i think.

(Aisha Lemke)

# BRANDED: TELL YOUR STORY, BUILD RELATIONSHIPS, AND EMPOWER LEARNING (HARDBACK)



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John Wiley Sons Inc, United States, 2017. Hardback. Condition: New. 1. Auflage. Language: English. Brand New Book. Praise for BrandED Branding instead of being branded. Defining instead of being defined. Innovative educators must stand up for their ideas and actions instead of being judged and branded by external agencies using standardized measures. Eric Sheninger and Trish Rubin present an excellent guide for educators and education leaders to tell their stories through BrandED. Yong Zhao, PhD, Foundation Distinguished Professor, School of Education, University of Kansas and author of Who s Afraid of the Big Bad Dragon? A great resource for educators who want to strengthen their connections with students, teachers, parents, and the wider community. These two innovative leaders don t just capture how to tell the story of a school they show how to create it. Adam Grant, New York Times bestselling author of Originals and Give and Take Every day in every one of your schools, great things happen. How does your community know? Schools that are Future Ready boldly engage their community to build relationships and empower both students and families. Powerful yet practical, BrandED is the perfect resource to help your school share its story with the world. Thomas C. Murray, Director of Innovation, Future Ready Schools Eric and Trish demystify what it means to brand one s school by providing eight compelling conversations that not only lead to a deeper understanding of branding, but provide relevant ways for school leaders to frame their work. In the vast sea of information in which we currently reside, using the BrandED Leadership methods described in this book will help school leaders reach their audiences in ways that create trusting relationships and loyalty. Dwight Carter, Principal, New Albany High School Disruption is the new normal. And the great...



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