



Unique: Telling Your Story in the Age of Brands and Social Media

Phil Cooke

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Today's culture is more connected than any time in history, but all of this connectivity comes with a price. We live in a world that's become cluttered, distracted, and disrupted by social media, with the average person receiving as many as 5,000 messages a day in one form or another. If you're a pastor, nonprofit leader, artist, filmmaker, entrepreneur, or creative professional in this hyper-connected, highly distracted world, how do you get your unique idea, project, or vision on the radar of the people who need to respond?

In *Unique*, Phil Cooke, a highly respected media producer and consultant, addresses both the challenges and the opportunities of branding and social media in the 21st century. If you have a vision or message to share with the world, *Unique* provides a blueprint to cut through the clutter, communicate your story, and impact your audience.

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