



# Three and a Tree: How to Take Down Bad University Marketing One Cliché at a Time

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When it comes to branding higher education, why do so many marketers look toward other schools for inspiration? How can you look way beyond where higher education marketing is today and break free of the silly old habits that have plagued the industry for decades? And do it today, not three years from now after you convey yet another steering committee? *Three and a Tree: How to Take Down Bad University Marketing One Cliché at a Time* is from the staff of international branding firm 160over90. The book takes a chainsaw to tired ideas and gives you a instant leg-up over your competitive set. At over 210+ pages and featuring a forward by Mireille Grangeniois, the publisher of *The Chronicle of Higher Education*, the book is chock full of insights like: why you shouldn't be advertising; ten steps to discovering and communicating what makes you unique; the biggest reason why university branding efforts fail; what's with all the stupid tag lines; and much, much, much, a lot more!

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