

## Ekwa Releases a New Book on Brand Marketing for Doctors

Source: Ekwa Marketing

Dated: Jan. 23, 2014

JACKSONVILLE, Fla. -- The leading Internet Marketing and SEO company for doctors, Ekwa Marketing, has come out with a new book titled "Your Practice, Your Brand." The book has been authored by Ekwa's CEO, Naren Arulrajah, who is a well-known figure in the field of online marketing for doctors in the United States.

The book is written exclusively for medical professionals running their own practices in a highly competitive marketplace. It explains how and why in the information age, branding is the gold standard on which new patients will measure trust about a healthcare practice. It provides innovative branding strategies that can help promote a medical practice in a convincing and cost-effective manner.

Naren says: "Branding is the greatest lever available to healthcare practitioners to build a sustainable practice that continues to grow from strength to strength irrespective of the increasing market competition." This is where 'Your Practice, Your Brand' can serve as a critical educational tool to help a doctor attain the branding leverage.

'Your Practice, Your Brand' is designed as a practical handbook with useful tips, real life examples, case studies and authoritative reports that doctors can employ in their everyday practice and marketing activities. The book also provides resources at the end of each chapter, which facilitate action and implementation of everything that has been explained in that chapter.

Doctors can purchase this book through Amazon.com, or visit Ekwa.com to download a digital copy online.

Contact:

Phone: 855-345-0593

Email: [vikas@ekwa.com](mailto:vikas@ekwa.com)

Website: [www.ekwa.com](http://www.ekwa.com)

--- End ---

Email	<a href="#">Click to contact author</a>
Phone	855-345-0593
City/Town	Jacksonville
State/Province	Florida
Country	United States
Industry	<a href="#">Internet</a>
Tags	<a href="#">doctor marketing</a> , <a href="#">medical marketing</a> , <a href="#">doctor seo</a> , <a href="#">medical seo</a> , <a href="#">healthcare marketing</a>
Link	<a href="http://prlog.org/12272202">http://prlog.org/12272202</a>



Scan this QR Code with your SmartPhone to-

- \* Read this news online
- \* Contact author
- \* Bookmark or share online