

De l'autre côté de l'Atlantique, au coeur de "Big Apple"



La popularité du Dojo Liffreén d'Aïkido franchit les frontières : pour preuve, cet article paru récemment dans "The New York Times," quotidien distribué dans le monde entier, et comptant parmi les plus prestigieux journaux américains.

Dans une interview exclusive, Bruno, Serge et Christophe, trois aikidokas de notre "célèbre" Dojo breton, racontent leurs parcours.

Découvrez, dans l'édition ci-après, l'entretien privé accordé par les pratiquants de notre club liffréen au fameux journal new-yorkais.



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AÏKIDO LIFFRÉ

Branding is defined as the process of coming up or making a unique name or design for a certain product. Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competition. Your brand tells your customers what they can have or expect from the products and services you offer.

Are you innovative or are you the experienced type? Or do you offer a high-cost, high-quality product or a low-cost, high-value product? It is impossible to be both. You should consider on what your customers need you to be. Your brand is the main foundation of your brand. All the promotional material should be consistent with your logo to communicate with your brand. Having a consistent logo goes allows you to have a major advantage in gaining a large increase in your market competition. Your brand tells your customers what they can have or expect from the products and services you offer.

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Rendez-vous pour un nouvel article dans la presse
américaine ... le 1er avril 2021 !

