

New book creates the missing roadmap for embracing brand purpose to transform everything from culture to branding.

30-year branding veteran releases *Big Audacious Meaning - Unleashing Your Purpose Driven Story*

Kansas City, Missouri - 30-year branding veteran, Dan Salva, has released *Big Audacious Meaning - Unleashing Your Purpose Driven Story*. The new book is the culmination of years of research as well as field work with organizations. It creates the missing roadmap for clarifying a purpose and bringing it into the brand story.

"Clarifying and amplifying a purpose is one of the most exciting strategic opportunities a brand can embrace. This book shows organizations why, in today's world, it is crucial to bring your purpose into your brand story. Then it creates what has been missing - a roadmap to show any brand how to make it happen." says Salva.

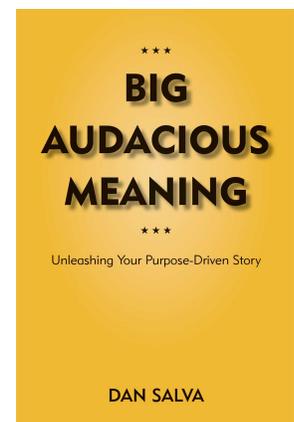
The book reveals how employees and customers are seeking organizations that understand that they want both their work and their spending to have more meaning. In other words, they are looking for organizations that embrace a larger purpose. Salva shows how organizations that understand this are experiencing unprecedented growth.

"Purpose and profit are mutually catalytic - driving each to higher heights. Leading organizations are proving that we can do well by doing good." says Salva.

Salva shares what he has uncovered over the years. Additionally, he introduces the Thrust Story Framework - a proven methodology for building more powerful brand stories by bringing purpose into the equation.

Kim Sharan, Founder and CEO of Kim M. Sharan, LLC, gives this evaluation, "Useful to the extreme, Big Audacious Meaning is a must read in today's crowded world with messages coming at us at record pace. Bursting with ways to improve your messaging, defining your WHY, your purpose and ultimately telling a memorable story, this is an excellent and creative resource for the next generation of brands."

The book is available on Amazon as a digital download or in soft cover. You can learn more and watch the book trailer video at amazon.com/author/dansalva. Full media kit available at dansalva.com/media-kit



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Dan Salva is an author and builder of brands with experience that stretches over three decades and covers architecting and executing purpose-driven brand experiences for regional, national, and international organizations. Dan received dual degrees from the University of Missouri-Columbia. and, over the years, co-founded three companies, including Will & Grail - a brand innovation firm. Today he helps organizations clarify their Big Audacious Meaning and then bring it into their story to transform their success. Learn more at dansalva.com.

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