Do you need to increase *repeat* sales? Do you wonder why other customers do not buy your products at all? Have you invested in certification, but it does not seem to help?

This book helps you understand why you are experiencing results far below your sales potential. And it shows you how to become the brand your customers love and tell their friends about.

This book will give you a step by step plan to help you:

* Attract and keep customers by connecting them with the larger community
* Craft authentic products that do what they say they will do *and delight customers*
* Increase profitability by connecting your brand to the community and the environment

Thriving businesses are so much more than just “hello” and a goodbye. When you create a brand that resonates deeply with your customers and offer products they want and need, they will keep coming back and help you grow.

And it is easier than you think. Organic to the Core shows you how.

Donald Nordeng is CEO of BioGro New Zealand, the leader in organic certification for New Zealand. Born in Madison, Wisconsin, he has over 25 years working in Japan, New Zealand and Asia helping high-value brands such as Amy’s Kitchen, Muir Glen, Cascadian Farm, Clif Bar, Kikkoman, Zespri, Suntory and Garden of Eatin ’access foreign markets and achieve organic certification. He lives with his family in Wellington, New Zealand.