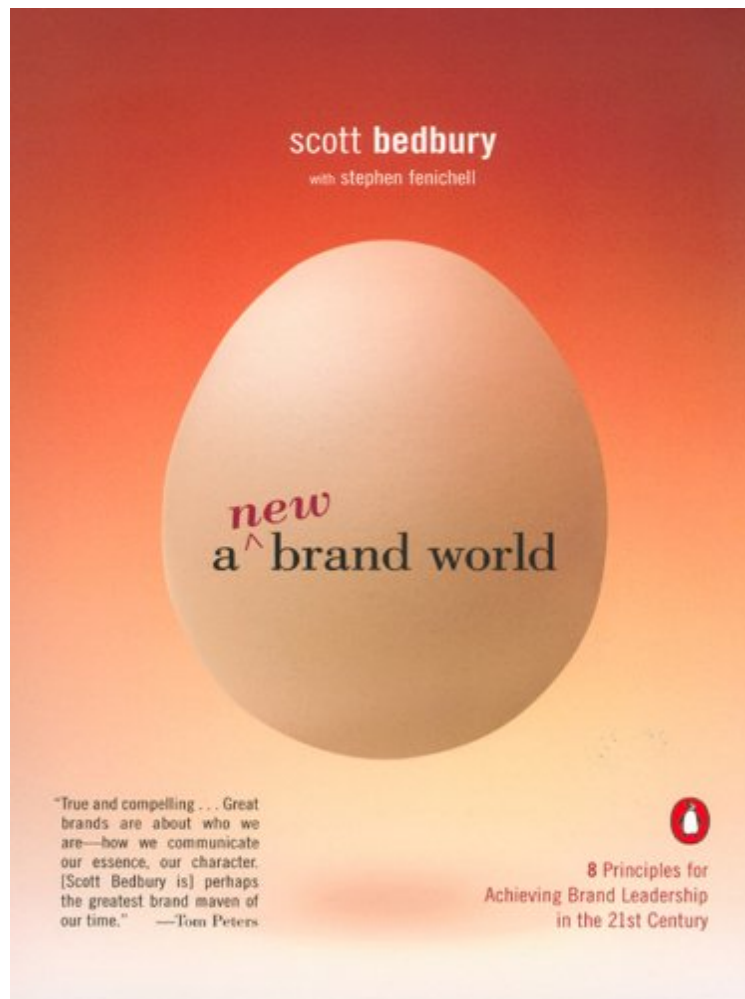


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A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century

Scott Bedbury, Stephen Fenichell
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0 of 0 people found the following review helpful. Interesting take on brandingBy Jean BoudillonInteresting take on Branding by a professional marketer. You will find great lessons on branding in this book and the author has an important message for companies. However I found myself having a hard time reading this book and imprinting its message clearly in my brain.Here are some of the main take-aways :*Values*Every brand carries deep within itself values from which every branding endeavors should start with. Think "Start with Why" by Simon Sinek. Another way

to say it: "Stand for something or you will stand for nothing" *People* Brands derive their power from people—customers, employees, intermediaries, stakeholders, the press—and the relationships and experiences they have with your company. *Everything Matters* The author speaks about Brand Environmentalism. Everything in the environment of your brand is important: the way your frontline employees dress or speak, the toilet paper in your retail space or the kind of partnership you form. Because everything related to your brand will form the exact perception of that brand in people's mind. *Business for good* Companies have superpowers, among them the power of their brands. They should use them to do more good. Not only it is good for our planet, it's also good for business. 0 of 0 people found the following review helpful. Brilliant By Phanatic Brilliant. This book is the hidden gem of the branding world. Scott's thinking is incredible and useful. 2 of 2 people found the following review helpful. Back-to-basics wisdom By The Marketing Guy Who Drives Sales -r With information about building a strong brand everywhere, Scott Bedbury offers solid, back-to-basics common sense all-too-often forgotten by modern day 'brand gurus.' Recognizing that the customer is and always has been central to a strong brand, Scott removes all the mumbo jumbo and provides a refreshing look back to the future of branding. Emotions, likes, wants, past experiences, aspirations, needs, and positive and negative feelings are all part of your brand. Do you know which brand attributes are most prevalent amongst the PEOPLE in your target market? You cannot "create" the meaning of your brand through advertising, you can only hope to build upon and shape what is already in the mind of your prospects. Do you REALLY know what's on their minds? Put on your Nikes, grab a cup of Starbucks and enjoy this read!

What does it really take to succeed in business today? In *A New Brand World*, Scott Bedbury, who helped make Nike and Starbucks two of the most successful brands of recent years, explains this often mysterious process by setting out the principles that helped these companies become leaders in their respective industries. With illuminating anecdotes from his own in-the-trenches experiences and dozens of case studies of other winning—and failed—branding efforts (including Harley-Davidson, Guinness, The Gap, and Disney), Bedbury offers practical, battle-tested advice for keeping any business at the top of its game.