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Allen Adamson

thinks Jerry

Seinfeld would

be a great brand

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reviews In an
era of mixed
media messages,
in which brands
are extended to
the breaking
point and

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theories compete
for attention,
it is difficult
to create
effective
brands. Drawing
on the authors'
experience ...

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In an era of mixed media messages, in which brands are extended to the breaking point and complex marketing theories compete for attention, it is more difficult than ever to create effective

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Brands. Allen
Adamson offers a
refreshingly
simple solution:
Bring back the
basics of good
branding and
ensure success.
Build a brand on
a good idea that
you test.

*BrandSimple: How
the Best Brands*

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Working with the world's top brands, this book shows how to communicate with customers and make your brand resonate. A
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Brandsimple:

*how the best
brands keep it
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His case studies
show how the
best brands work
tirelessly to
emerge with a
simple promise
and a simple
message that is
easily
communicated in

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just a few words. The real examples are brief yet clearly show the challenges and ultimate solutions from brands like Compaq, Visa, Apple, Aquafina, Baby Einstein, BlackBerry, JetBlue,

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Timberland,
Pixar and many
more.

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Simple And
*BrandSimple: How
the Best Brands
Keep it Simple
and ...*

In BrandSimple,
Allen Adamson
demonstrates
that the
business of

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Brands doesn't have to be complicated, muddled or confusing. Quite the opposite, he explains that the answer to brand success is simple. That is, you must ensure that your brand stands for something that

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is not simply
compelling, but
compellingly
simple to
understand.

*BrandSimple -
Brand Simple
Consulting*

His case studies
show how the
best brands work
tirelessly to
emerge with a

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Simple promise
and a simple
message that is
easily
communicated in
just a few
words. The real
examples are
brief yet
clearly show the
challenges and
ultimate
solutions from
brands like

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Compaq, Visa,
Apple, Aquafina,
Baby Einstein,
BlackBerry,
JetBlue, And
Timberland,
Pixar and many
more.

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BrandSimple: How
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*the Best Brands
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Based on over
100 interviews
with top
managers and
experts from a
broad array of
brands and
businesses that
have gone
through
significant

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changes, Shift
Ahead brings
every internal
and external
factor into view
relative to
being able to
pull off a
successful
shift:
competitors,
risks and
barriers to
change, cultural

Where To Download influences, finances, and more. Brands Keep It Simple And Succeed

Emphasizing the importance of effective brands in a competitive market, an expert in the field discusses the basics of

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good branding, including the importance of testing in a market, the essential link of the design and message of a brand with its meaning, and the need to avoid unnecessary and complicated strategies.

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Reprint.

How The Best
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Simple And
Succeed

Explains how top brands have maintained a competitive edge, how rapid Internet-based networks are challenging the control of brand reputation, and how companies can safeguard

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marketing
messages for
maximum clarity,
focus, and
profit.

Simple And Succeed

The best-selling
author of
BrandSimple
offers a close-
up look at the
cutting-edge
world of digital
technology from

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the perspective
of brand
marketing,
examining the
impact of the
dramatic global
spread of
digital
technology on
social
networking and
brand promotion
sites, and
provides helpful

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techniques,
resources, and
strategies for
navigating the
digital branding
universe. 50,000
first printing.

In a world
that's changing
faster and more
furiously than
ever, the
ability to shift

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focus is
critical. Why is
it that some
organizations
can continually
evolve to meet
the times and
the marketplace,
and others
can't? How do
some companies
always seem to
know the perfect
season to shift

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gears, as well
as the rights
methods to
implement when
doing so, while
others ruefully,
and perhaps
stubbornly, go
down sinking
when a simple
shift would've
saved
everything? Shift
Ahead taps into

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both success stories and cautionary tales from others who have gone before in order to provide for readers a smart, calculated approach to knowing both: 1) when to change course and 2) how to pull it

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off. Packed with
insightful
interviews from
leaders at HBO,
Adobe, And
BlackBerry,
National
Geographic,
Microsoft,
Kodak, and
elsewhere, this
must-have
resource
explains how to•

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Spot warning signs that it's time for a reinvention•

Overcome obstacles standing in the way of your company's future goals• Maintain authenticity when shifting gears• Execute changes

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Seamlessly, no matter how bold they are Today more than at any other time before, knowing when to shift, and how to do so successfully, is the key to remaining competitive. But with Shift Ahead, this

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difficult yet
imperative
maneuver will
become the key
to your
company's long-
term success!

Representing an
innovative,
comprehensive
approach to
brand building,
this work

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reflects the
integration of
traditional
marketing with
technology,
measurement and
operations.

A young woman
tells a focus
group that Diet
Coke is like her
boyfriend. A
twenty-something

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tattoos the logo
of Turner
Classic Movies
onto his skin.

These consumers
aren't just
using these
brands. They are
engaging in a
rich, complex,
ever-changing
relationship,
and they'll stay
loyal, resisting

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marketing
gimmicks from
competitors and
influencing
others to try
the brand they
love. How can
marketers
cultivate and
grow the deep
relationships
that earn this
kind of love and
drive lasting

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Simple
their brands? In
How The Best
Romancing the
Brands, branding
Keep It
expert Tim
Simple And
Halloran reveals
Succeed
what it takes to
make consumers
fall in love
with your brand.
Step by step, he
reveals how to
start, grow,
maintain, and

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troubleshoot a
flourishing
relationship
between brand
and consumer.
Along the way,
Halloran shares
the secrets
behind
establishing a
mutually
beneficial
“romance.”

Drawing on

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exclusive, in-
depth interviews
with managers of
some of the
world's most
iconic brands,
Romancing the
Brand arms you
with an arsenal
of classic and
emerging
marketing
tools—such as
benefit

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Laddering and word-of-mouth marketing—that make best-in-class brands so successful. The book is filled with examples, strategies, and tools from powerful brands that consumers love, including Coke, Dos Equis,

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Smartwater, the
Atlanta Falcons,
Domino's Pizza,
Bounty, Turner
Classic Movies,
and many more.
Ultimately,
Romancing the
Brand provides
marketers with a
set of
principles for
making brands
strong,

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resilient, and beloved—and the insight and confidence to use them.

Simple And Succeed

As the recent Tiger Woods scandal illustrates, brand reputation is more precarious than ever before.

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True and false information spreads like wildfire in the vast and interconnected social media landscape and even the most venerable brands can be leveled in a flash—by disgruntled customers,

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competing
companies, even
internal
sources. Here,
veteran
marketing
executive

Jonathan
Copulsky shows
companies and
individuals how
to play brand
defense in the
twenty-first

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century. Five
Signs that You
Need to Pay More
Attention to the
Possibility of
Brand Sabotage:
A group of
uniformed
employees posts
embarrassing
YouTube videos,
in which they
display
unprofessional

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attitudes
towards their
work. One of
your senior
executives
publicly blames
a supplier for
product defects,
even though they
predate your
relationship
with the
supplier. Your
competitor's ads

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trumpet their solution to the performance problems associated with your most recent product. A customer unhappy with changes made to your product design launches a Facebook group, which attracts

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5,000 fans. Your
outsource
partner is
prominently
featured in
numerous blogs
and websites
describing
allegations of
worker
mistreatment and
workplace safety
hazards.

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New York Times
bestselling
author Donald
Miller uses the
seven universal
elements of
powerful stories
to teach readers
how to
dramatically
improve how they
connect with
customers and
grow their

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businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with

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customers
provides readers
with the
ultimate
competitive
advantage,
revealing the
secret for
helping their
customers
understand the
compelling
benefits of
using their

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products, ideas,
or services.
Building a
StoryBrand does
this by teaching
readers the
seven universal
story points all
humans respond
to; the real
reason customers
make purchases;
how to simplify
a brand message

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so people understand it;
and how to create the most
effective messaging for
websites,
brochures, and
social media.
Whether you are
the marketing
director of a
multibillion
dollar company,

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the owner of a
small business,
a politician
running for
office, or the
lead singer of a
rock band,
Building a
StoryBrand will
forever
transform the
way you talk
about who you
are, what you

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do, and the
unique value you
bring to your
customers.

Simple And

How to use
brands to gain
and sustain
competitive
advantage

Companies today
face a dilemma
in marketing.

The tried-and-

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True formulas to create sales and market share behind brands are becoming irrelevant and losing traction with consumers. In this book, Gerzema and LeBar offer credible evidence--drawn from a detailed

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analysis of a decade's worth of brand and financial data using Y&R's Brand Asset Valuator (BAV), the largest database of brands in the world--that business is riding on yet another bubble

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that is ready to burst--a brand bubble. While most managers still see metrics like trust and awareness as the backbone of how brands are built, Gerzema asserts they're dead wrong--these

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metrics do not
add to increased
asset value. In
fact, by
following them,
they actually
hasten the
declining value
of their brands.
Using a five-
stage model, The
Brand Bubble
reveals how
today's

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Successful brands -- and tomorrow's -- have an insatiable appetite for creativity and change. These brands offer consumers a palpable sense of movement and direction thanks to a powerful "energized diffe

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rentiation." Gerzema reveals how brands with energized differentiation achieve better financial performance than traditional brands have. Plus, Gerzema helps readers develop energized

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differentiation
in their own
brands, creating
consumer-centric
and sustainable
organizations.

Why do consumers
pay a premium
for a Dell or
Hewlett-Packard
laptop, when
they could get a
generic machine

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with similar features for a lower price? The answer lies in the power of branding. A brand is not just a logo. It is the image your company creates of itself, from your advertising look to your

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customer interaction style. It makes a promise for your business, and that promise becomes the sticking point for customer loyalty. And that loyalty and trust is why, so to speak, your laptops sell and

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your competitors' don't. Whatever your business is, whether it's large or small, global or local, *Branding For Dummies* gives you the nuts and bolts know-how to create, improve, or maintain a

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brand. This plain-English guide will help you brand everything from products to services to individuals. It gives you step-by-step advice on assembling a top-notch branding team, positioning your

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brand, handling advertising and promotion, avoiding blunders, and keeping your brand viable, visible, and healthy. You'll get familiar with branding essentials like:
Defining your company's

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identity
Developing logos
and taglines
Launching your
brand marketing
plan Managing
and protecting
your brand
Fixing a broken
brand Making
customers loyal
brand champions
Filled with easy-
to-navigate

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icons, charts, figures, top ten lists, and humor, Branding For Dummies is the straight-up, jargon-free resource for making your brand stand out from the pack—and for positioning your business to reap

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rewards.
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