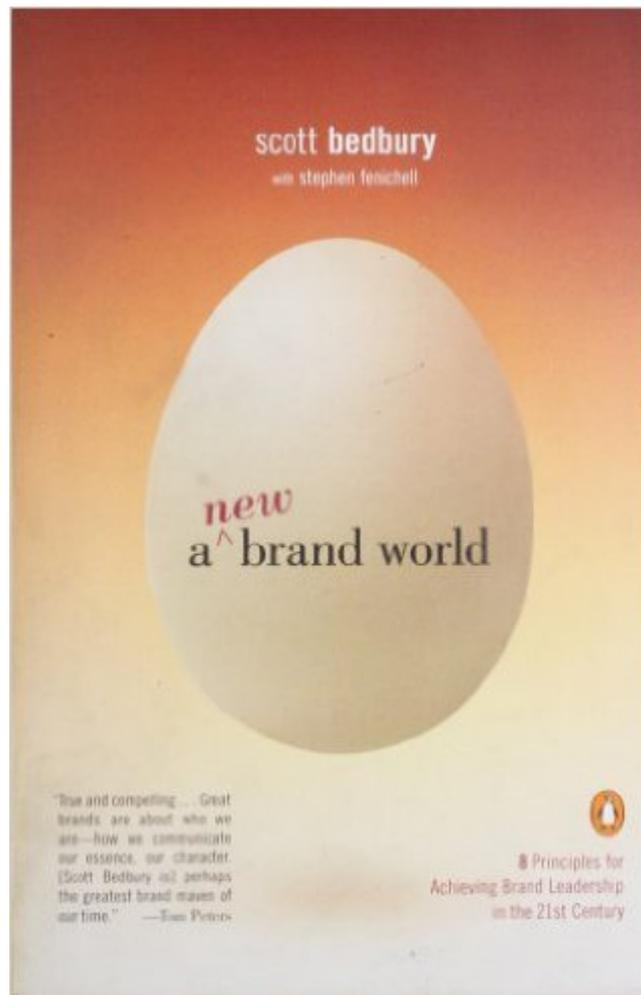


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A New Brand World: Eight Principles For Achieving Brand Leadership In The Twenty-First Century



Synopsis

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.

Book Information

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Customer Reviews

I was fortunate enough to work briefly with Scott Bedbury during an internship at Silicon Valley startup Tellme Networks in summer of 2000. So I can vouch for the fact that not only is he a visionary business thinker, but he is also one of the most genuinely likable people I have ever met. So it was with some excitement that I picked up his book ...As the wizard behind the brands of Nike and Starbucks, Scott probably has one of the best resumes on the planet for writing a book on developing a strong brand. The book is an excellent introduction for those who are unfamiliar with the concept of "brand", as well as a terrific resource for those engaged in the daily struggle of trying to build a powerful one. The book covers how to discover your brand, how to manage the growth of your brand, how to champion the brand within a large company where everybody might not "get it", and how to build a strong brand by helping communities. Real-life examples abound, highlighting the benefits that can accrue to a company with a strong brand and the disastrous consequences of ignoring issues of brand. Throughout the book we learn of brands that "get it" (Nike, Harley

Davidson), brands that fell from glory (Marlboro, Levi's), brands that were revived (IBM, Apple), and brands that have never got it (Exxon, Microsoft). What makes the book stand out in particular is Scott's wealth of personal experiences that he peppers throughout the pages. Some great examples include:- Scott's early efforts to widen Nike's brand focus from hardcore "sports" to the more inclusive "fitness".- Scott's decision at Nike to avoid traditional outsourced market research in favor of internal Brand Strength Monitor (BSM) focus groups.

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