



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

By Scott Bedbury, Stephen Fenichell

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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.

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Editorial Review

From Publishers Weekly

Bedbury, who headed advertising and marketing divisions for Nike and Starbucks during their phenomenal growth, coaches on establishing a memorable brand in this appealing, well-organized guide. Observing consumers overwhelmed by countless choices, he argues that now's the time to build a brand that evokes trust from its customers. "Unless your brand stands for something, it stands for nothing," he declares, as he explains methods for companies big and small to articulate their essence and ethos (their "genetic code" in Bedbury's catchy parlance) to core customers, potential customers and employees. The inside stories on Nike and Starbucks constitute the bulk, but Bedbury elaborates his belief that "the brand is the sum total of everything a company does" with lively anecdotes from the experiences of Harley-Davidson, Microsoft and others. To Bedbury, brands have not only a genetic code but also karma. As strongly as he emphasizes the need to develop growth strategies that spring organically from a brand's core, he also believes that successful brands respect or meet customers' emotional needs. The histories of his companies have provided Bedbury with much material about a company's relationship to its community, and he's especially cogent on stewardship of a brand once it's established and growing, highlighting questions of leadership and responsibility to the world beyond the office. He calls for advertising and marketing that will inspire rather than merely inform (... la "Just Do It"). In the course of explaining his eight principles, Bedbury reminds aspiring industry leaders to pay attention to simplicity, relevance and innovation while counseling them to focus patiently on the long run. (On sale Mar. 4) Forecast: Bedbury's connection to Nike and Starbucks will generate interest in his firsthand knowledge of those success stories on his author tour. His unpretentious, experience-based guidelines should gain good word-of-mouth in the business world. While his approach will be too New Age for some, detractors can't argue with his success.

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From Library Journal

Senior vice president at Starbucks in the mid-1990s, Bedbury should know all about branding. Here are his secrets.

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From [Booklist](#)

Bedbury, a brand consultant who has held marketing and strategic positions for major corporations, offers a firsthand analysis of brands: how to develop their full potential and build lasting value. The authors' goal is to serve as a catalyst for improving the way businesses interact with the world around them. Branding is about taking something common and improving it in ways that make it more valuable and meaningful (for example, coffee as Starbucks sells it). Branding principles that are developed include how to define and protect your own brand's DNA, how to establish lasting emotional ties with your customers that transcend your product or service, how to become a protagonist for something timeless and valuable, and how to make your brand values pervasive in your organization. The authors also stress the importance of companies, especially large companies, to becoming good corporate citizens and call on them to "use your superhuman powers for good." This book contains valuable insight into brand management. *Mary Whaley*
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Users Review

From reader reviews:

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Nowadays reading books be than want or need but also be a life style. This reading habit give you lot of advantages. The advantages you got of course the knowledge your information inside the book in which improve your knowledge and information. The data you get based on what kind of reserve you read, if you want have more knowledge just go with education and learning books but if you want experience happy read one with theme for entertaining for example comic or novel. The particular A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century is kind of reserve which is giving the reader capricious experience.

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