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Brand Real: How Smart Companies Live Their Brand Promise And Inspire Fierce Customer Loyalty



Synopsis

Organizations are forever pouring creative energy into their branding strategies, tweaking their logos and websites, and building identities that range from warm and fuzzy to ultracool and edgy. But many forget that a brand, at its heart, is a promise to deliver results. If your brand experience fails to live up to that promise, customers will take their business elsewhere. Brand Real is a unique business strategy guide for making a brand's promise stand up at every customer touchpoint. Packed with proven, repeatable management practices, the audiobook shows you how to establish a sound, simple brand platform while avoiding the needless complexity that has tripped up many promising companies. Author Larry Vincent presents cautionary tales from brands that have sputtered and failed, as well as instructive practices from brand giants such as Four Seasons, Apple, Google, Southwest Airlines, Flickr, and many others. With Brand Real you'll learn how to connect the outward-facing elements of your brand logos, advertising, imagery, communications directly to the core elements of business strategy, and forge a powerful and lasting connection with your customers.

Book Information

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Customer Reviews

I love Branding. Brand to a company is like reputation is to a person. Like reputation - it can be invaluable and like reputation, it can be easily destroyed. Reputation requires consistency. Brand does also. I liked the cover "Ingredients of Success Hype 0%, Trendiness 0%, Gimmicks 0%, authenticity 100% and Experience 100%" Vincent talks about brand identity (how the brand looks

and feels - like logo, color, name, slogan etc) and brand behavior (what brands do and why it matters). Many people who think brand think about the former but it is the latter that really matters. "Real brands make promises that they keep". And this is why we pay more for trusted brands. We like consistency and good brands (like many franchises) deliver that comfort. Consistency in many cases is worth more than being great. I like to think I am a sophisticated consumer who is not influenced by marketing and brand. Not true. I will often buy from someplace I know will treat me fairly even without trying somewhere else. I liked the chapter on "Brand Inside - Why People are the Key to your Branding Strategy". It is the people but it is also to training, coaching, mentoring, tools and processes that are in place to make the people great and consistent with the brand. The gist of the book - work on what your brand really stands for. Good book - worth reading.

I work for a large corporation with thankfully a great brand name and I also try to invest in companies that are brand leaders. This book is a great read for investors and also for small business owners who want to help build their brand. I thoroughly enjoyed this book from the start to finish and I would recommend it to anyone who wants to understand the benefits of a great brand.

The book jacket characterizes Brand Real as a "business strategy guide," which pretty much defines what I did (and did not) like about the book. Laurence Vincent knows his stuff. The book is a terrific primer on how to think about branding, what's involved in developing and nurturing a successful brand, and the many things to think about along the way. This is a good book if you're looking to dive into the branding process. It's not terribly useful if you are looking for takeaways for rethinking how your brand can better connect with your customer base. As a business owner, I would have liked to have seen more examples and case studies that illustrate the material. I would also have liked to have had pull-out boxes to give the reader guidance on where to start and where to go next.

As a brand consultant myself, the main aspect of this book that I find invaluable is the focus on a company "Living the Brand", or "walk the walk" as well as "talk the talk". If you are not familiar with this any of this brand concept, then this book is critical for you. Larry's writing style is very engaging - much more entertaining and easy read compared to many other dry brand books. Another specific aspect of this book I liked is the organization of the categories of brand positioning options - there are many ways to do this but Larry's approach in Brand Real is easy to grasp and implement.

In today's world a strong brand is sometimes all you have to distinguish yourself from the competition. How people think about your business is much more than just your logo and your TV or Print ads. How people experience your business from pre-purchase interactions to post purchase customer service -- all of it is part of your "brand". This book gives you a fundamental way to think about how to define and create your brand -- your business. I think anyone that is in charged with strategic thinking for a business should put this book at the top of their reading list. I highly recommend it.

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