



Editorial Thoughtscapes

Words Impact Business Success

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Book Review:

Reading Time:

3 minutes

Reader Benefit:

- ◆ Learn why your brand is everything;
- ◆ Insights about how you can make branding work for you;
- ◆ Buy the book to discover the “10 Rules” of branding that you can focus on.

Title: **Brand Warfare**

Author: David F. D’Alessandro with Michele Owens

Publisher: McGraw-Hill, 2001

Pages: 185 pp, includes Index

Reviewer’s Rating: ☺☺☺☺☺

Rating Legend:

Inspiring ☺☺☺☺☺ *Excellent* ☺☺☺☺ *Good* ☺☺☺ *Average* ☺☺ *OK* ☺

Website Summary:

Killer Brand Building

The importance of a strong brand is widely understood. However, building the brand is still just as misunderstood as the idea of how to use a brand. A brand is everything that the company does, the information you want to communicate to consumers, as well as the information you *actually* communicate to the end-user. Thus, the brand should be the starting point and final point – that drives everything that a corporation does, both internally and externally – and thus manifest the power behind the brand name.

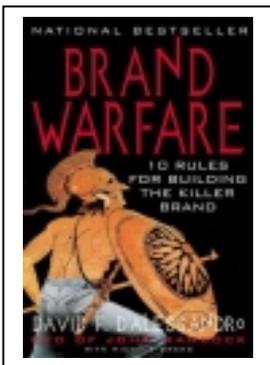
Synopsis:

Killer Brand Building

By definition, a “brand” is whatever the consumer thinks of when he or she hears your company’s name. Yet, brand decisions are often treated as merely questions of advertising. But the stakes are much higher than that.

The information revolution has made the idea of a brand (or reputation) even more relevant simply because there are many attractive product offerings that scream for attention in an ever-crowded marketplace. It’s not surprising that consumers are often confused.

By taking advantage of the branding elements, the future of your company’s branding strategy will be further enhanced, and with the right brand execution, rewarded with ample success.





Killer Brand Building

Book Review by Leon A. Enriquez

The importance of a strong brand is widely understood. However, building the brand is still just as misunderstood as the idea of how to use a brand.

In a nutshell, a brand is everything that the company does, the information you want to communicate to consumers, as well as the information you actually communicate to the end-user. Obviously, your brand may be popular, or worse still, unknown.

“Substantial sums are squandered every year in the name of the brand,” said authors David F. D’Alessandro and Michele Owens in the Introduction. “Business routinely milk their brands without investing in them, extend their brands without investing in them, extend their brands without asking consumers what they think of the idea, buy up valuable brands in ‘merge-and-purge’ binges, and then throw the brand names away in favour of corporate control.”

By definition, a “brand” is whatever the consumer thinks of when he or she hears your company’s name. Yet, brand decisions are often treated as merely questions of advertising. But the stakes are much higher than that.

Consider that even such brand geniuses of the ’90s like Coca-Cola and Nike that have been extraordinarily focused on keeping their logos ever in front of the consumers’ eyes – have stumbled occasionally – out of the failure to recognise one essential principle of branding. As authors D’Alessandro and Owens highlighted: “Brand is everything, the stuff you want to communicate to consumers and the stuff you communicate despite yourself.”

The information revolution has made the idea of a brand (or reputation) even more relevant simply because there are many attractive product offerings that scream for attention in an ever-crowded marketplace. It’s not surprising that consumers are often confused.



Here, the natural human reaction is to make a preference-relevance choice based on perceived trust, quality and reliability — which are all true attributes associated with a favourable brand.

The book is organised into 11 chapters as follows:

- ◆ Introduction (to the Ten Rules for Building the Killer Brand)
- ◆ Rule #1: It's the Brand, Stupid
- ◆ Rule #2: Codependency Can Be Beautiful — Consumers Need Good Brands as Much as Good Brands Need Them
- ◆ Rule #3: A Great Brand Message is Like a Bucking Bronco — Once You're On, Don't Let Go
- ◆ Rule #4: If You Want Great Advertising, Be Prepared to Fight for It
- ◆ Rule #5: When It Comes to Sponsorships, There's a Sucker Born Every 30 Seconds
- ◆ Rule #6: Do Not Confuse Sponsorship with a Spectator Sport
- ◆ Rule #7: Do Not Allow Scandal to Destroy in 30 Days a Brand That Took 100 Years to Build
- ◆ Rule #8: Make Your Distributors Slaves to Your Brand
- ◆ Rule #9: Use Your Brand to lead Your people to the Promised Land
- ◆ Rule #10: Ultimately, the Brand Is the CEO's Responsibility — and Everyone Else's Too

“This book was written to help the brand builder win on all fronts, internal and external. It is not easy to build a great brand,” said D'Alessandro and Owens.

“It takes leadership to persuade the rest of the company to follow your vision. It takes a ruthless willingness to distinguish yourself from competing brands and, hopefully, bury them in the process. It also takes a certain empathy with the people who buy your products and with humanity at large.”

Whether your company is an old economy player or a new economy giant, these rules can help you win the branding game. By taking advantage of the branding elements, the future of your company's branding strategy will be further enhanced, and with the right brand execution, rewarded with ample success.



“Since everything a corporation does reflects on the brand, for better or for worst, every decision a corporation makes — ought to be filtered through the prism of the brand,” said D’Alessandro and Owens.

This means that the brand should be the *starting point and final point* that drives everything that a corporation does, both internally and externally, and thus manifest the power behind the brand name.

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