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Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction -- Tiger Woods: No One Walks on Water -- Buddy "The Cake Boss " Valastro: Baking Cakes and Living Dreams -- JH Cohn: Branding for Accountants? Why Not! -- Toyota: Putting the Brakes on Its Brand -- Michael Port: Living by the "Golden Rule" -- BlackBerry: The Brand You "Can't Live Without" -- Barack Obama: A Brand in Transition -- Coke: It's the Real Thing -- Thirteen/WNET.org: Beyond Sesame Street and Bill Moyers -- TD Bank: Beyond Colors, Letters, and Logos -- The Catholic Church: A Brand in Constant Crisis -- Toast: Knowing Where Your Bread Is Buttered -- The New York Yankees: A Lot More Than a Baseball Brand -- The Kennedys: The Rise and Fall of America's "Royal Family" -- Hospital Brands: Hospital Branding in Challenging and Uncertain Times -- Starbucks: "Your Usual, Steve?" -- Blackwater: Changing Your Name Doesn't Fix Your Reputation -- Campbell Soup: Engage Your Employees . . . Awaken Your Brand -- Nick Matarazzo: Staying in the Game -- Martha Stewart: Boy, . . . Was I Wrong -- Bobbi Brown: Keeping It Real -- Oprah: The "Babe Ruth" of Modern-Day Branding -- BP Oil: Total Brand Destruction -- TODAY: It's about Yesterday, Today, and Tomorrow -- Howard Stern: "The King of Media" -- E*TRADE: When Your Brand Is a "Baby" -- Gibbons: One Name Can Communicate So Much -- Governor Chris Christie: When Being "Blunt" Is Your Brand -- LeBron James: When Your "Decision" Hurts Your Brand -- Newsweek: Times They Are a-Changing -- Daniela Costanzo: Spinning Her Magic -- Sarah Palin: So You Want to Be Taken Seriously? -- Rutgers

University: The Block R Success Story -- TJ Nelligan: Doing Well by Doing Good -- Eliot Spitzer: Go Figure -- Wells Fargo/Wachovia: Two Banks into One . . . the Bottom Line -- Make-A-Wish Foundation: Granting Lasting Wishes -- Fox News: Love 'em, Hate 'em, Trust 'em . . . Watch 'em -- Notes -- About the Author

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## Sommario/riassunto

Steve Aduato's entire professional life has been about branding-- learning it, living it, making mistakes at it, teaching it at several universities, while discovering how to find the fine line between shameless self-promotion and smart, strategic branding--first for himself, then for others, and now for readers interested in an honest analysis of the good and bad in practiced branding. So, what's really in this book for you? Aduato profiles the brands of more than thirty people and companies and skillfully analyzes and dissects their strategies. His sage advice and on-target approach will help readers who: Feel they have something of value to offer, Are in a market-driven or aggressive environment in which their name, reputation, and persona hold the keys to their success, Want their customers to buy products and services again and again, Feel unappreciated in their current job, Have recently lost a job or are seeking their first job out of college, Are trying to get back into the workforce after years of being "out of it." Let's face it--it's a tough economic world today and there's cutthroat competition. Dive into Aduato's book and get ready to turn a powerful page in life.

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