

1. Record Nr.	UNINA9910784991303321
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Titolo	Accidental branding [[electronic resource]] : how ordinary people build extraordinary brands // David Vinjamuri
Pubbl/distr/stampa	Hoboken, NJ, : John Wiley & Sons, Inc., c2008
ISBN	1-281-28513-7 9786611285135 0-470-28208-8
Descrizione fisica	1 online resource (226 p.)
Disciplina	658.8/27 658.827
Soggetti	Branding (Marketing) - United States Entrepreneurship - United States Serendipity - United States Businesspeople - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	ACCIDENTAL BRANDING: How Ordinary People Build Extraordinary Brands; Acknowledgments; Contents; Foreword: Carolyn Kepcher; Introduction; WHAT IS AN ACCIDENTAL BRAND?; THE ACCIDENTAL BRAND-BUILDER IN YOU; RULE #1 - DO SWEAT THE SMALL STUFF; RULE #2 - PICK A FIGHT; RULE #3 - BE YOUR OWNCUSTOMER; RULE #4 - BE UNNATURALLY PERSISTENT; RULE #5 - BUILD A MYTH; RULE #6 - BE FAITHFUL; PUTTING IT ALL TOGETHER; THE STORYTELLER: JOHN PETERMAN (J. PETERMAN); THE CONTRARIAN: CRAIG NEWMARK (CRAIGSLIST); THE TINKERER: GARY ERICKSON (CLIF BAR) THE VISIONARY AND THE STRATEGIST: MYRIAM ZAOU AND ERIC MALKA (THE ART OF SHAVING)STEP 1: PREPARE; STEP 2: LATHER UP!; STEP 3: SHAVE; STEP 4: MOISTURIZE; THE PUGILIST: GERT BOYLE (COLUMBIA SPORTSWEAR); THE PERFECTIONIST: JULIE AIGNER-CLARK (BABY EINSTEIN); THE ANARCHIST: ROXANNE QUIMBY (BURT'S BEES); AFTERWORD; Index
Sommario/riassunto	Every year, thousands of new business are started by people with no knowledge of modern marketing at all?and some of them survive and

thrive. Accidental Branding tells the story of seven "accidental" brands and how their founders beat bigger competitors by breaking the standard rules of marketing. Successful brands like Burt's Bees, J. Peterman, and Clif Bar reveal how doing things differently can lead to big-time success. If you're an entrepreneur or a marketer, this guide will show you how to build stronger brands.
