



## Brand Warfare: 10 Rules for Building the Killer Brand (Marketing/Sales/Advertising & Promotion)

By David D'Alessandro

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**The *BusinessWeek*, *Wall Street Journal*, and *New York Times* business bestseller**

*"With its engaging voice and pullno-punches tone, this book stands out from the marketing crowd."*Harvard Business Review

*"D'Alessandro's book is witty, irreverent, and intensely practical. It is more than a book about brands, and contains many sound lessons for strategy and the role of leaders."*Michael E. Porter, Harvard Business School

*"Practical, psychologically astute, and clearly written, this book has much to offer business folk of all stripes."*Publishers Weekly

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**Editorial Review**

From Publishers Weekly

In this short, concise work, D'Alessandro, CEO of the John Hancock insurance group, entertainingly hammers home the importance of creating and maintaining a brand. In his view, a brand is whatever image a customer conjures up upon hearing a company's name, so everything from the firm's labor practices to its product and advertising must be taken into account. To make his points, D'Alessandro draws heavily on his former career in advertising and public relations. On having Orville Redenbacher as a client: "We literally thought he was insane." But in the end, he says, "Orville taught me...the power of a good brand to trump all rhyme or reason in the marketplace." From a consumer's point of view, brands save time, project a certain image to the rest of the world and make one feel part of the group that uses the brand. He discusses the steps to building a brand, consistently emphasizing that, if it is to resonate, the brand must have one simple image. D'Alessandro doesn't break much new ground here, but he succeeds at reminding everyone from the CEO to the people on the assembly line that their company's brand is its most crucial asset. Practical, psychologically astute and clearly written, this book has much to offer businessfolk of all stripes. (May 1)Forecast: A \$500,000 advertising and publicity campaign, national radio and television interviews, a six-city author tour and D'Alessandro's savvy advice and irreverent humor will get the 100,000-copy first printing moving in no time.

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From the Publisher

While more than a quarter of its traditional competitors were going out of business, John Hancock, under the direction of marketing wizard David D'Alessandro, transformed itself from a sleepy old life insurer into a leading financial services giant. In *Brand Warfare* much-quoted maverick D'Alessandro provides the secrets to his winning brand strategy that anyone in business can use to become a brand icon and incredible bottom-line success. D'Alessandro introduces his "brand first" philosophy and explains why brand must always take top priority over every other business consideration. He describes how that philosophy helped inspire the innovations in distribution, advertising, technology, and product mix behind John Hancock's astonishing transformation. And he reveals how through a daring combination of marketing savvy and street smarts, managers and executives, marketing professionals and business owners can build their own "killer brand." This book provides powerful lessons on how to build and sustain a successful brand, and a great company, in any industry.

From the Inside Flap

**Business Today Is A Battle of the Brands. If You Don't Know The Rules, You're Entering The Field Unarmed.**

"D'Alessandro's book is witty, irreverent, and intensely practical. It is more than a book about brands, and contains many sound lessons for strategy and the role of leaders."

Michael E. Porter

Bishop William Lawrence University Professor, Harvard Business School

"D'Alessandro pulls no punches. Funny one minute, fiercely competitive the next, *Brand Warfare* is filled with priceless lessons for any company that cares about its image."

John J. Dooner, Jr.

Chairman and CEO, Interpublic Group of Companies, Inc.

"This is a book after my own heart. It is a blunt, entertaining, provocative, relentless, and no-holds barred account of how to build a great image or brand. Few people have done it better than D'Alessandro has, and *Brand Warfare* tells the story in a way you'll never forget."

James Carville

Author and Democratic Strategist

"Long before most people in corporate America, D'Alessandro recognized the value of sports and event marketing in building a world-class brand. This book is like D'Alessandro himself: insightful, great fun, and to-the-point."

Lesa Ukman

President, IEG, Inc.

"David D'Alessandro can best be described as a leader, a visionary, and a decision-maker. *Brand Warfare* is an informative and entertaining reflection of David's thoughts and modus operandi, and a wonderful resource in brand building and brand management."

Paul Beeston

President and COO, Major League Baseball

In a world in which consumers have infinite choices, it is almost impossible to compete without a compelling brand. Creating and sustaining a good brand, however, is the most complex and perilous task any business will ever face. It requires vision, daring, and the ability to understand the mindset of the consumers you intend to conquer. It also requires an appetite for risk, cold discipline, and a willingness to accept some casualties for the sake of the empire. Above all, brand-building requires knowledge of both the pitfalls and the opportunities lurking in every business decision you make. The care and feeding of brands is a battle without end; *Brand Warfare* will give you the strategic ammunition you need to win.

A movie star like Tom Hanks talks openly about the importance of protecting the Tom Hanks brand. The State of Vermont thinks it's a brand, too and wants to keep out-of-state companies from borrowing the name "Vermont." Even the official exorcist of the Cathedral of Notre Dame believes he does a lot of business because Notre Dame has "a certain brand name."

It's brand mania. And if you try to tell any professional anywhere in the world that brand matters, you are probably preaching to the converted.

At the same time, *nothing* is as misunderstood in American business as the question of how to use a brand. Businesses routinely sink their brands with ill-considered mergers and acquisitions, mishandled scandals, and embarrassing sponsorships. Even brand-savvy companies like Nike and Coca-Cola occasionally stumble because they fail to recognize that a brand is *everything* a company does -- the information you want to communicate to consumers and the information you communicate despite yourself.

In *Brand Warfare*, master brand-builder David D'Alessandro demonstrates definitively how brands should be handled and where many companies go wrong. At the same time, he creates a delightfully entertaining picture of the marketing business with anecdotes that include everything from trained crows to raw sides of beef. D'Alessandro has a keen sense of the absurdities of corporate life, balanced by a tremendous respect for the consumer. Together, these two qualities yield one of the most enjoyable and useful marketing books of recent memory.

In *Brand Warfare*, D'Alessandro draws on his own remarkable run as a brand-builder, as well as the

examples offered by America's smartest and most foolish corporations, to develop a series of simple principles that brand-builders can use in any market:

It's the brand, stupid: why every business needs a good brand to compete;

Co-dependency can be beautiful: why consumers need good brands as much as good brands need them;

There are two great threats to good advertising: why sycophancy from the agency and meddling from inside the company will sink your campaign every time;

Sponsorship is often a sucker's game: how to avoid being taken and how to make the investment pay for your brand;

Why it's as important to market your brand to your employees as it is to your customers;

Why every business decision should be filtered through the prism of the brand.

Tough-minded, funny, and refreshingly candid, *Brand Warfare* offers a road-map for success in a marketplace dominated by consumers who expect to be charmed by the products they buy, as well as served.

## **Users Review**

### **From reader reviews:**

#### **Catherine Gabel:**

Do you considered one of people who can't read pleasant if the sentence chained within the straightway, hold on guys this kind of aren't like that. This Brand Warfare: 10 Rules for Building the Killer Brand (Marketing/Sales/Advertising & Promotion) book is readable by simply you who hate those perfect word style. You will find the information here are arrange for enjoyable looking at experience without leaving also decrease the knowledge that want to offer to you. The writer associated with Brand Warfare: 10 Rules for Building the Killer Brand (Marketing/Sales/Advertising & Promotion) content conveys thinking easily to understand by a lot of people. The printed and e-book are not different in the content material but it just different such as it. So , do you still thinking Brand Warfare: 10 Rules for Building the Killer Brand (Marketing/Sales/Advertising & Promotion) is not loveable to be your top collection reading book?

#### **Sharon Chacko:**

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**Mary Tobin:**

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