

<<8周打造第一品牌 Why Johnny >>

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### 内容概要

Too many companies think that splashy advertising and cool packaging is the same thing as branding. Marketers talk about brand charisma or brand warfare, spend millions on entertaining ads starring dancing chimpanzees or cowboys herding cats, but fail to differentiate their product or give consumers a real reason to pay attention. Then they wonder why their campaigns fail. This in-your-face, down-to-earth guide explains real branding: the process of creating an exclusive idea of value that consumers can trust you to deliver consistently. It offers a unique eight-week program that can help any company create a #1 brand by focusing on the one big idea that will make people really want your product or service. The same principles apply to Ford Motor Company and Frankie 's Lawn & Garden shop. Schley and Nichols teach readers how to:

- abandon their precious lists of features and benefits
- focus on a simple, singular message
- distill a killer dominant selling idea
- roll out a new brand identity

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书籍目录

Introduction: "Houston (and New York, Chicago, Boston)... We Have a Problem" I. The Day Marketing Jumped the Guard Rail II. Singing Chimps and Rioting Brides III. One Small Detail: It Ain't Branding IV Real Branding V. The Sexiest Thing of AU VI. Use Only as Directed VII. Found Money Part One--Thinking I. BACK TO SCHOOL 1. So Why Can't Johnny Brand? Three Main Reasons Ira Real Brand Is an Asset, What's It Worth in Dollars and Cents? Branding Anything The One Caveat Three Days from Now at 8 AM 2. Quick What's a Brand? (The Chemistry of One-Track Minds) Your Single-Minded Urge So... What's a Real Brand? Good Brand Versus Bad Brand a Practical Definition A Real Selling Brand Finally (This Is Important), Let's Get Straight on the Word "Branding" In the Time Before Cocoa Puffs To Be or Not to Be--That's Not the Question 3. The Rules for #1 Brands "Wisdom for Dummies" The Brand Titans What They Found~the Granite Pages GRANITE PAGES I-VI: RULES TO DIFFERENTIATE AND DEFINE Granite Page I The Number 1 Is Holy The Five Rules of One 1. The "One Item of Carry-On" Rule 2. The "Dominant Selling Idea" Rule 3. The "Unlimited Specialty" Rule 4. The "Captain Kirk" Rule 5. The "Eye of the Beholder" Rule Granite Page II Your Name Granite Page III The Universal Paradox Granite Page IV Own It Granite Page V The Importance of Being Important Granite Page VI Credibility 4. Granite Pages VII-XVII: Rules to Penetrate and Stick Granite Page VII The Mouse Trap Granite Page VIII Make Me an Offer I Can't Refuse Granite Page IX Nobody Volunteers for Pain .....Part Two-Doing the End of the Beginning

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