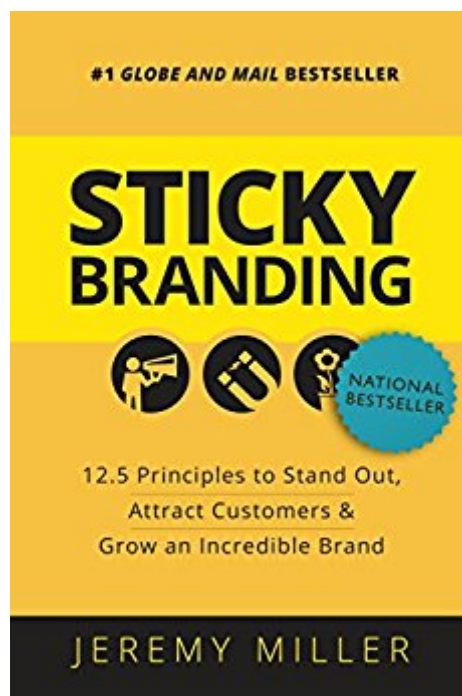




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Sticky Branding: 12.5 Principles To Stand Out, Attract Customers, And Grow An Incredible Brand



Synopsis

#1 Globe and Mail Bestseller 2016 Small Business Book Awards • Nominated, Marketing category
Sticky Brands exist in almost every industry. Companies like Apple, Nike, and Starbucks have made themselves as recognizable as they are successful. But large companies are not the only ones who can stand out. Any business willing to challenge industry norms and find innovative ways to serve its customers can grow into a Sticky Brand. Based on a decade of research into what makes companies successful, Sticky Branding is your branding playbook. It provides ideas, stories, and exercises that will make your company stand out, attract customers, and grow into an incredible brand. Sticky Branding's 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries.

Book Information

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Customer Reviews

From the SmallBizTrends.com Review: Sticky Branding definitely seeks to be a sticky brand with its meme-friendly content. If you are a fan of simple marketing phrases (fA â fA“Punch

Outside Your Weight Class (an example from the book), this book is full of them. Quite a bit of the advice repeats a lot of branding advice that other branding gurus offer, but there are important parts of the content that stand out. Those parts feature experience-based advice and recommendations provided by the author. Jeremy Miller goes a little further than most branding books by actually delving into the process, rather than the principle. In an early part of the book, he describes how a logistics company transitioned from a general company to an industry leader in retail and fashion. The process took over 18 months involving lay-offs, turning away paying clients, and seeking to develop relationships with new ones. Most branding books won't tell you that. Miller describes this period of low sales and redefinition as "Sales Purgatory" and describes how to survive it based on this case study. Two additional features of the book that are particularly helpful include the author's use of case studies and end-of-chapter activities. Miller selects a variety of businesses, big and small to demonstrate his principles. The activities provided at the end of each section are tailored for easy (surprisingly simple) implementation. Most involve creating a list or reviewing some aspect of your brand with an eye on a particular attribute. While simple, these activities highlight things most owners overlook when trying to improve their branding. Sticky Branding provides valuable recommendations for businesses of any size who want to re-evaluate their brands. Branding is a global activity for everyone now. It is particularly useful for small businesses, because it focuses mostly on low-budget branding activities. It is ideal for a small business owner who is familiar with the concept of branding, but doesn't have the budget to implement large-scale efforts like the big-name businesses. As mentioned above, it is a bit meme-friendly. But the book's experience-backed and insightful advice can be extremely helpful in looking for areas to assess when branding. Once you find that your business is devoted to the branding process, Sticky Branding provides quite a few answers to the "what areas of my branding should I be paying attention to and why" question.

This book really resonated with me. It's extremely well balanced between being heavily researched and being easy to read. Lots of real-world examples, and lots of practical advice that anyone can put to use right away. I think this is a must-read for any business owner who is trying to reach the next level.

I can provide and update when I complete the book but so far it is an easy read full of great information. I love how it stops after each chapter and breaks down how to implement each principle

into your business. It is geared towards small to mid size businesses which is the majority of US businesses.

I knew most of this (but I'm old), but younger readers (under 40) will find a goldmine of information that can otherwise only be found by being in business a long time. As someone who has worked in agencies and studios his entire life, I have seen all 12 approaches in practice and can attest to their authenticity. Read this book. It won't change your life, but. It will change your approach to brands.

If you're not sticky then you won't stand out and you'll get a "who?" Given the choice a sticky brand is far better than one that isn't and this book gives several doable ways of making it happen. If people keep saying 'who?' when they ask about your company then you need to start getting sticky

Easy read and teaches very valuable branding principles. For anyone who wants to know how to make an impression that "sticks" I would definitely recommend that they give this a read. Great for those into marketing and want to know how to build a good brand.

Clear and enjoyable. Every principle is broken down into bite size pieces, which made it easy for me to follow along while traveling on and off. I forgot I paid \$5 for the kindle version, so it's definitely worth the price! What a steal for the wealth of information in this book. It's great for those starting a new business to those reinventing the wheel in their current business.

This book is a good guide book for building up your brand. However I would recommend personally you to pick / choose tactic that best for you. Not every recommendation on this book is practically applied in all businesses. You need to adapt a bit.

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