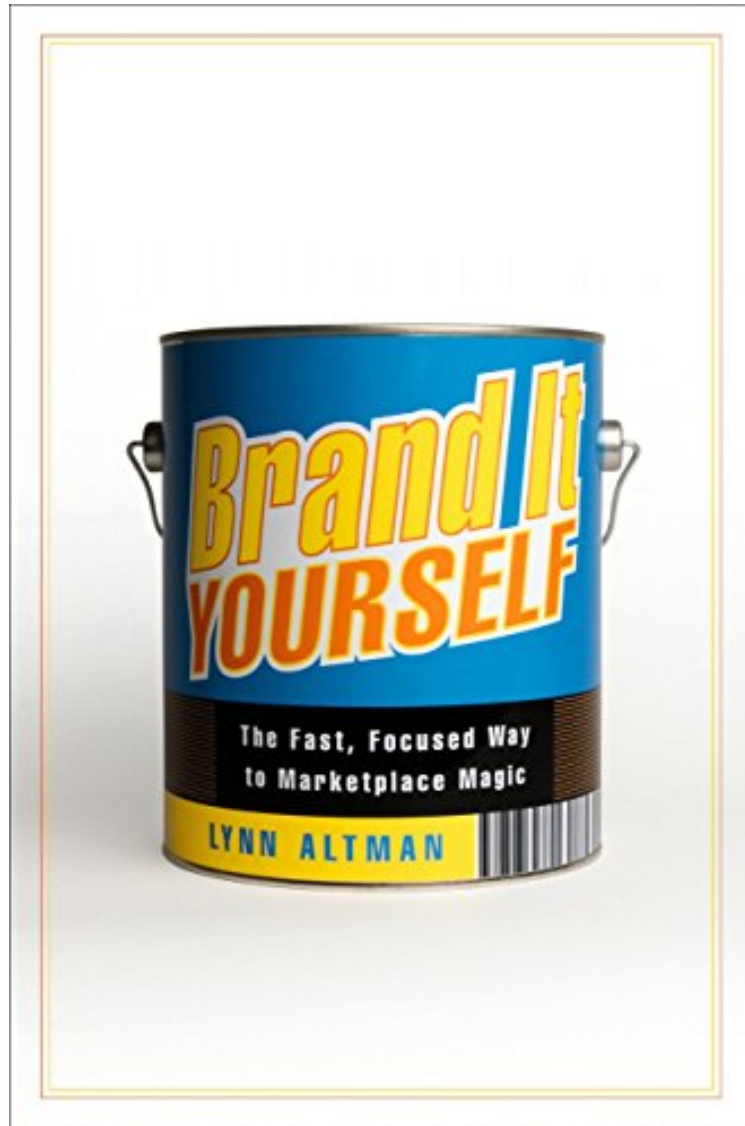


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## Brand It Yourself: The Fast, Focused Way to Marketplace Magic

*Lynn Altman*

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**Lynn Altman : Brand It Yourself: The Fast, Focused Way to Marketplace Magic** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand It Yourself: The Fast, Focused Way to Marketplace Magic:

2 of 3 people found the following review helpful. inspiringBy DMThis book is great. It really breaks down every aspect of the branding process, step by step, and I found the specific examples and exercises really helpful. It helps to clarify the "don'ts" of branding as well, which are just as important as the "do's". This book is an easy read and I like the tone. You can tell the author has a sense of humor.Helped me to refocus, be more organized and get motivated.I

would definitely recommend to colleagues, both in design and marketing. I could also see this being really useful for anyone starting a new business. 1 of 1 people found the following review helpful. Great tone, useful information (particularly for pros in a corporate or freelance setting) By Giselle Renarde Brand It Yourself is an industry-focused (yet very approachable) book that explores brand creation/invigoration/reinvention via creative process and brainstorming. It's coming at you from the point of view of a freelancer working with major corporate clients. Whether or not this book would be applicable to and useful for someone like me--an author whose writing business consists of myself and two cats--really depends on whether or not I choose to actively translate the lessons I've learned into methods I can incorporate into my little venture. The first thing I did when I'd finished reading Brand It Yourself was to flip back to the copyright page to see when it was written. This book felt really recent, so I was surprised to find a copyright date of 2006--nearly 10 years ago. Most industry books I've read come off dated the second they hit the market, but not this one. That's quite a feat. I'm a sucker for a business book written in an amusing tone, and I found myself laughing out loud a few times as I read this one. It's very approachable. Author Lynn Altman basically says, "Here's what I do with my clients" and provides a good deal of general insight for a book that's quite concise. If you're like her and you have corporate clients (or you are that corporate client--someone who works in a marketing or brand development department, for instance), the ideas in Brand It Yourself are easily transferable. As for myself and my business of one (where I am the brand and my books are my products), I'll have to sit with what I've learned for a while. Often when I'm reading books on marketing, I've got a notepad beside me and I'm madly scribbling ideas. I didn't take any notes while reading this book. I just read it. Up until the penultimate chapter, it was looking like a 4-star book, but I took a lot away from "Chapter 8: Avoid the Quagmires: Mistakes and missteps based on firsthand experience." (Always finish reading the book before writing the review!) I learn a lot from other people's mistakes, and this kind of writing always assuages my fears that there are these infallible gurus out there in the world who never mess up. The takeaway is sometimes greatest when pros allow themselves to be the anti-experts. Great tone, useful information (particularly for pros in a corporate or freelance setting), and I ate this book up even though I'm usually a slow reader, so it must have been entertaining. I'll have to sit with what I've learned before I know for sure whether I can brand myself after reading Brand It Yourself. 3 of 3 people found the following review helpful. Salacious humor, straight-to-the-point advice, tips, tricks, techniques, and much more By Midwest Book Review Lynn Altman, cofounder of brand consulting firm Viverito Altman Inc., presents Brand It Yourself: The Fast, Focused Way to Marketplace Magic, a guide to transforming branding into an energizing, exciting process that captivates consumer imaginations. Teaching the "Brandmaker Express" process as a means for revitalizing and overcoming paralysis in marketing departments, Brand It Yourself covers not only being sufficiently bold to take the market by storm, but also how to avoid common advertising quagmires such as puns, negatives, ads that focus too much on problem areas, wearing one's price tag on one's sleeve, the dangers of branding, and the savvy consumer's modern distrust of "doctor" and expert recommendations for products. "In fact, while this book is not the number-one Doctor Recommended Book on Branding, it is a book endorsed by the Branding Professionals of America (BPA), the New Product Marketing Alliance (NPMA), and the Fast Branders of America (FBA). Well, it would be if any of them really existed." Salacious humor, straight-to-the-point advice, tips, tricks, techniques, and much more backed by a lifetime of experience in the field make Brand It Yourself a "must-read" for anyone responsible for business marketing and advertising.

How companies can stop overthinking the branding process, with faster and better results Brand It Yourself is about getting a handle on your brand fast--without getting bogged down by research data, focus groups, or company politics. Lynn Altman believes that branding should be an energizing, exciting process. Unfortunately, too many companies turn it into a complicated grind, burying their common sense about how to connect with their customers. Altman and her partner developed the Brandmaker Express process for positioning any brand quickly, simply, and powerfully. She helps her clients tap into their own creativity to overcome the paralysis that often afflicts marketing departments. In Brand It Yourself, Altman shares her experiences helping top global companies develop new products, services, and brand campaigns. She highlights real branding case studies at Dairy Queen, Time Inc., Brite Smile, and other innovative companies. Winning the hearts and minds of consumers is not as daunting as you might think. With the powerful techniques in Brand It Yourself, your company can develop better branding ideas with less stress and wasted time.

From Publishers Weekly Author and creative consultant Lynn Altman offers a how-to guide to the Brandmaker Express, a process she and partner Joe Viverito have developed to successfully brand consumer products for a long list of well-known companies, including Coca-Cola, Microsoft, Gillette and McDonald's. This brief guide is short on frills but crammed with good, basic advice for creating "the marketplace magic that consumers truly respond to." Brandmaker Express is based on a 10-day turnaround time--considerably faster than most corporate machines would move without a fanatical consultant shuttling them along--and Altman's peppy narrative is laden with successful case studies. The book's focus is limited to consumer products and the print medium exclusively, and even the author

admits to her cliché; abuse, but good advice is good advice, and her admonition to try "owning one specific thing" instead of trying to be everything to everyone provides the key for successful branding: "Our process allows us to say everything, but to say it one message at a time." Creatives stuck in strategic planning ("paralysis by analysis") will find this a useful primer or a refreshing reminder. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Brand It Yourself shatters the mystique and overly complicated process that usually surrounds branding. Clients and their agencies would surely benefit from this practical and simple approach to branding. -- Sal Taibi, president, Lowe New York Don't admire complexity. Avoid it, says Lynn Altman. Branding should be the search for a simple strong idea. This book demonstrates how to cut through all the nonsense. -- Steve Rivkin, founder of Rivkin Associates Inc. and coauthor of IdeaWise and The Making of a Name Lynn Altman pulls back the curtains to reveal hundreds of tricks for unleashing creativity and making product magic. If innovation is a part of your job description (or you want innovation to be a part of your job description) then pick up a copy of Brand It Yourself. -- Aric D. Nissen, vice president of brand marketing, Dairy Queen

From the Back Cover Advance praise for Brand It Yourself "Don't admire complexity. Avoid it, says Lynn Altman. Branding should be the search for a simple strong idea. This book demonstrates how to cut through all the nonsense." -Steve Rivkin, founder of Rivkin Associates Inc., and co-author of IdeaWise and The Making of a Name "Lynn Altman pulls back the curtains to reveal hundreds of tricks for unleashing creativity and making product magic. If innovation is a part of your job description (or you want innovation to be a part of your job description) then pick up a copy of Brand It Yourself." -Aric D. Nissen, Vice President of Brand Marketing, Dairy Queen "Brand It Yourself shatters the mystique and overly complicated process that usually surrounds branding. Clients and their agencies would surely benefit from this practical and simple approach to branding." -Sal Taibi, President, Lowe New York