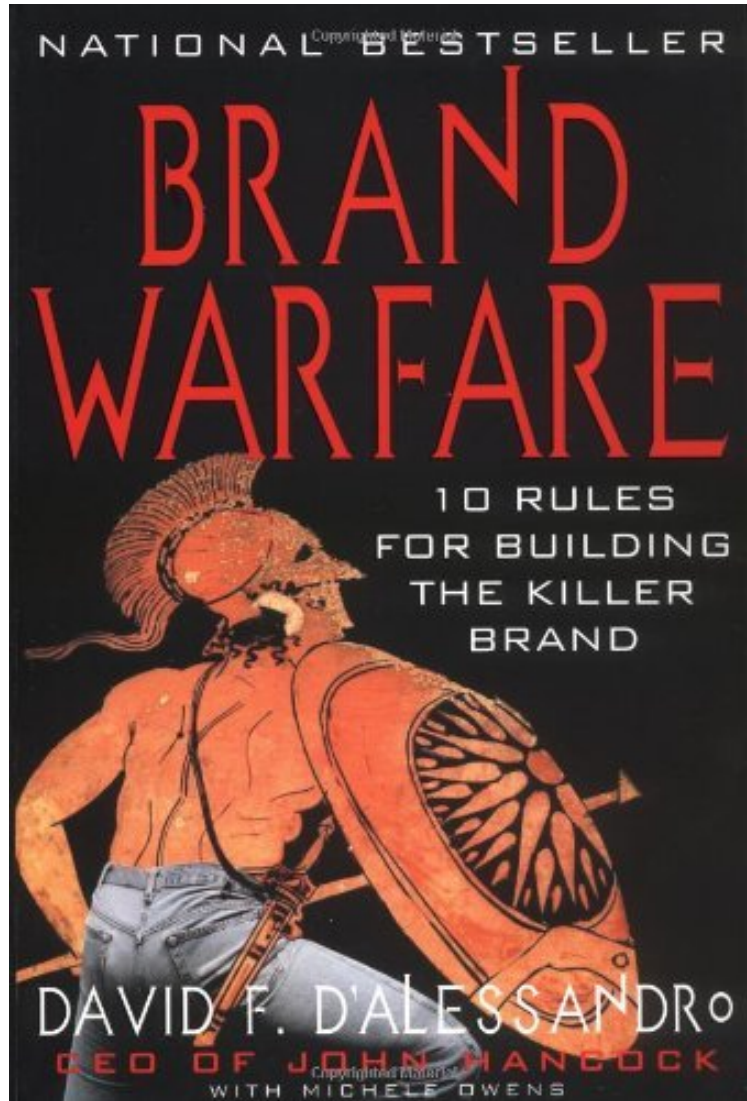


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## Brand Warfare: 10 Rules for Building the Killer Brand

*David D'Alessandro, Michele Owens*  
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**David D'Alessandro, Michele Owens : Brand Warfare: 10 Rules for Building the Killer Brand** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Warfare: 10 Rules for Building the Killer Brand:

0 of 1 people found the following review helpful. It starts at the topBy Jon SpoelstraThe thing that sticks with me from reading the book is that branding isn't just the job of the marketing department or ad department or the ad agency. It comes from the top and touches EVERYTHING that comes from the company to the customer. That may seem simple, but it reminded me of a story a fellow business traveler told me on a flight from Japan to NYC. This fellow traveler sold paper filters. He kept on getting beat out of a sale at the Panasonic plant in China. The reason? Not because of the quality of his product. He assured me he had the best quality, the best value. The reason is that the

shipping boxes were beat-up, the tape askew. The competitors shipping box was immaculate with the tape placed to perfection. Panasonic surmised that if the packing box was sloppy, maybe the product was sloppy. When he told his boss back in the U.S. about this they laughed and said nothing could be done about it. "Union," he said. So, if the branding focus is quality, why not package industrial boxes with the same care as consumer boxes? That branding starts at the top and ends at the bottom. Submitted by Jon Spoelstra, author of Marketing Outrageously.0 of 1 people found the following review helpful. the book is worth readingBy Svetoslav TassevThe main point D'Alessandro is trying to make is that the brand is the most important asset possessed by any business and all efforts should be channeled towards protecting it. Sounds reasonable but he fails to explain what is the ultimate purpose having a good brand name. The reader may get the wrong impression that brands exist for the sake of their own existence.Strong brand name is worth anything only as long as it maximizes the wealth of its owners. The owners are the shareholders. Sometimes they would be better off financially if the brand was not too strong. What is the point of owning Mercedes-Benz if the firm loses money when you can own Honda and have positive gains. I am making the assumption that Mercedes-Benz is the better brand of the two but this is only for the sake of the argument. The price tag of the item and its manufacturing quality does not necessary determine the strength of the brand.The author makes some good points though. His discussion on how management should allocate money to advertisement and other brand building techniques is wonderful. Despite its weaknesses, this book was worth reading.31 of 35 people found the following review helpful. Must ReadBy Lesa UkmanDavid D'Alessandro has transformed John Hancock from a clubby, play-it-safe mutual company, to a leading, publically-traded financial services group where accountability, integrity and growth are embraced. Marketing has played a critical role in the company's transformation. Unlike other life insurance companies, Hancock is led by a CEO who understands branding and embraces big ideas.D'Alessandro's list of pioneering moves and accomplishments within the world of sports marketing and sponsorship is long and legendary. The first sponsor - and saviour - of the Boston Marathon, the first to completely rename a college football bowl game for the sponsor, the first in the insurance category to become a worldwide Olympic partner, and the first sponsor to stand up to the IOC in the midst of its bribery scandal over bribes and say: "This will not stand. Change your ways or suffer the consequences."Anyone who wants to know brand building, communications, public relations, advertising and sports marketing from the inside out, should read Brand Warfare. Written by an acclaimed CEO and branding maverick, the book introduces D'Alessandro's "brand first" philosophy and explains why brand must always take top priority over every other business consideration.And, unlike books written by academicians and consultants, Brand Warfare's ideas are real world and street tested. D'Alessandro engineered Hancock's double-digit growth rate at a time when many of its competitors went under.Whether you're an experienced CEO or just starting your career, anyone in any industry will benefit from D'Alessandro's 10 principles and his "brand first" approach. Brand Warfare should become required reading for business professionals.

Powerful lessons on how to build and sustain your own "killer brand" Creating and sustaining a good brand is the most complex and perilous task any business will ever face, yet nothing is as misunderstood. Under the direction of marketing wizard David Dr'squo;Alessandro, John Hancock transformed itself from a sleepy old life insurer into a leading financial services giant, with a sustained 20% annual rate of growth. In Brand Warfare, D'Alessandro draws on his personal experience as a brand-builder and examples from America's smartest and most foolish corporations, developing principles that you can use in any market. At the same time, he creates an entertaining picture of the marketing business with anecdotes that convey a keen sense of the absurdities of corporate life, balanced by a tremendous respect for the consumer. This tough-minded, funny, and refreshingly candid book gives you a proven roadmap for marketing success as you learn: \*Why every business needs a good brand to compete\*Why consumers need good brands as much as good brands need them\*Why sycophancy from the agency and meddling from inside the company will sink your campaign every time\*About sponsorship: 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

From Publishers WeeklyIn 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. Copyright 2001 Cahners Business Information, Inc. 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." shy; shy; 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." shy; shy; 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." shy; shy; 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." shy; shy; 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." shy; shy; 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.