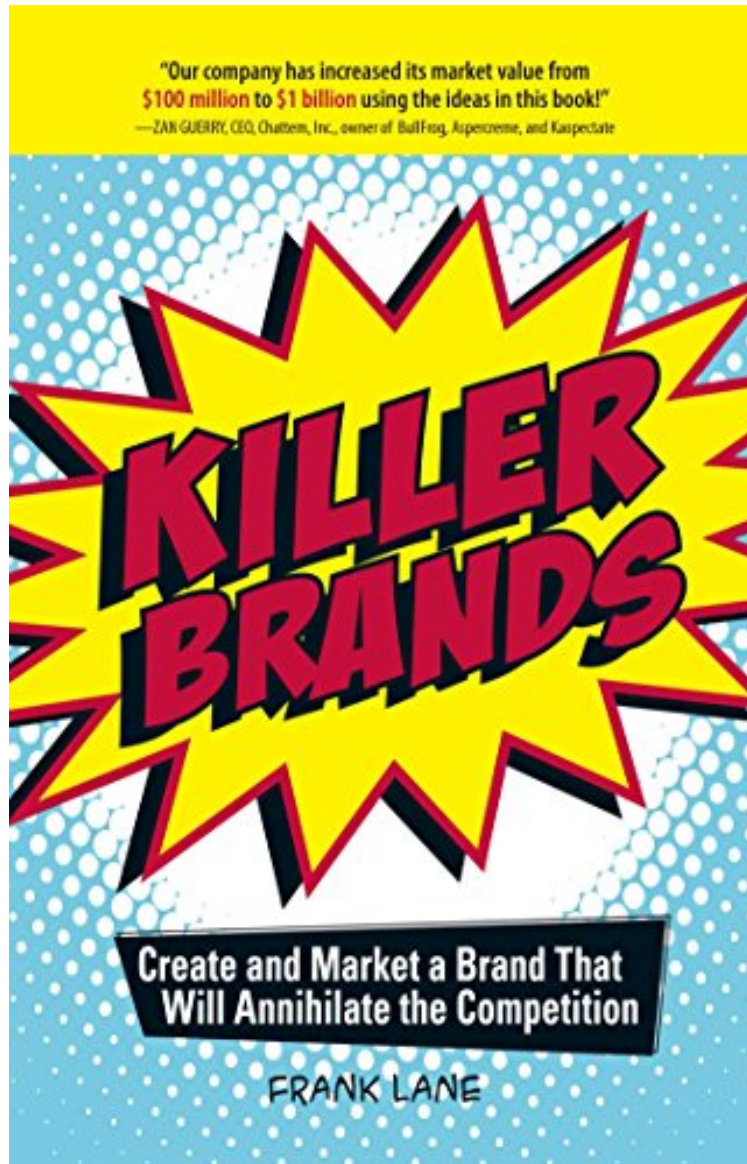


(Download) Killer Brands: Create and Market a Brand That Will Annihilate the Competition

Killer Brands: Create and Market a Brand That Will Annihilate the Competition

Frank Lane

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Frank Lane : Killer Brands: Create and Market a Brand That Will Annihilate the Competition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Killer Brands: Create and Market a Brand That Will Annihilate the Competition:

0 of 0 people found the following review helpful. "Killer Brands" is a Killer Book!By Dropping InI started my own in-water surf photography company about a year ago, not knowing a thing about branding or how to go about creating

one. In this book, Frank Lane takes his decades of knowledge and expertise and breaks it down into relevant easy to follow steps. What I personally enjoyed was the support he provided with true-life examples from companies we all know such as Gatorade, Fisherman's Friend, Spanx, and finally BullFrog. I believe that all companies, big and small, can take this information and apply it to create a brand that resonates throughout the market and stays in consumers' minds. In a nutshell Frank Lane takes you through the importance of understanding that the customer has a choice, how to create an expectation with your brand, find your strongest selling point and make it your focus, align the company's energy and efforts on that one selling point, and then link all the efforts back to your brand. After reading this book, I look at companies differently and can see which ones have created killer brands, strong brands, and those that fall into the "me too" category. As an avid surfer of 25 plus years, I enjoyed how Frank Lane finished the book with the recount of how he created the killer brand BullFrog sunscreen, marketed it to the surf community here in Southern California, and how he grew it into an over night success and sold the company for millions. Buy this book!

10 of 0 people found the following review helpful. The kind of book which takes you a step above the rest, folks. By KevinOk, first things first. I've been in the marketing game for 7 years now, and I've grown my marketing company to the point most business owners work pretty darn hard to reach. That's not to say anything which may sound as though I'm bragging, but giving you an idea of what level of understanding I'm coming from as far as business is concerned. Now, "Killer Brands" by Frank Lane is one heck of a read for those who simply wish to learn those few nuggets that "differentiate" you from the others in whatever industry you find yourself in. I've read hundreds of books, and I've attended more seminars than I care to count. And this book is by far one of the most simple, concise, on the money blueprints that I've come across in a long time. Frank Lane is on with this one, and if you wish to know how to create not just a killer brand, but a blueprint on how you can consult other business owners struggling to simply exist. You've got yourself a winner by what you'll learn from this book. I put my stamp on it, and you'll be more than satisfied with it's content. Love Light, folks!

10 of 0 people found the following review helpful. Excellent Advice, Some Boastful Exaggerations Apart By Daniele Mazzini I'm an engineer by training, but I've been studying marketing - and specifically branding - for startups for quite some time now. Among the many books I read on the subject, I have to say this one was the most useful: It presents a simple framework that is very easy to grasp and that you can apply even when you have little resources. I'll add that I was almost put off by some excessively boastful promises made at the start of the book, but I'm really glad I went on to find out that the content is really solid. So, if you feel you're being oversold at the start, don't give up!

In today's saturated marketplace, consumers are inundated with too many choices. Only the strongest brands will capture attention, and only those Killer Brands will beat the competition. The losers eventually disappear from the marketplace, and the market share and profits go to the victor! Branding expert Frank Lane presents the three simple but essential principles of brand power to launch any successful product. Focus, Alignment, and Linkage represent an entirely new way to look at creating and marketing the Killer Brand. Focus is the compelling promise that a product is unique. Alignment is the marketing actions that are consistent with this promise. Linkage is the guarantee of the product design, packaging, and brand name. Dominate the marketplace with the help of Frank Lane and Killer Brands!

About the Author Frank Lane has been a marketing/branding consultant since 1981. His clients include: Arm Hammer, Coca Cola, SC Johnson Wax, Quaker, Kodak, Microsoft, Citibank, and American Express Financial Advisors. In his 7 years with SC Johnson Wax, the laundry products/Air Freshener group posted a 250 per cent sales increase, and 500 per cent profit increase. His group was responsible for bringing 9 new products to the market, including Shout.