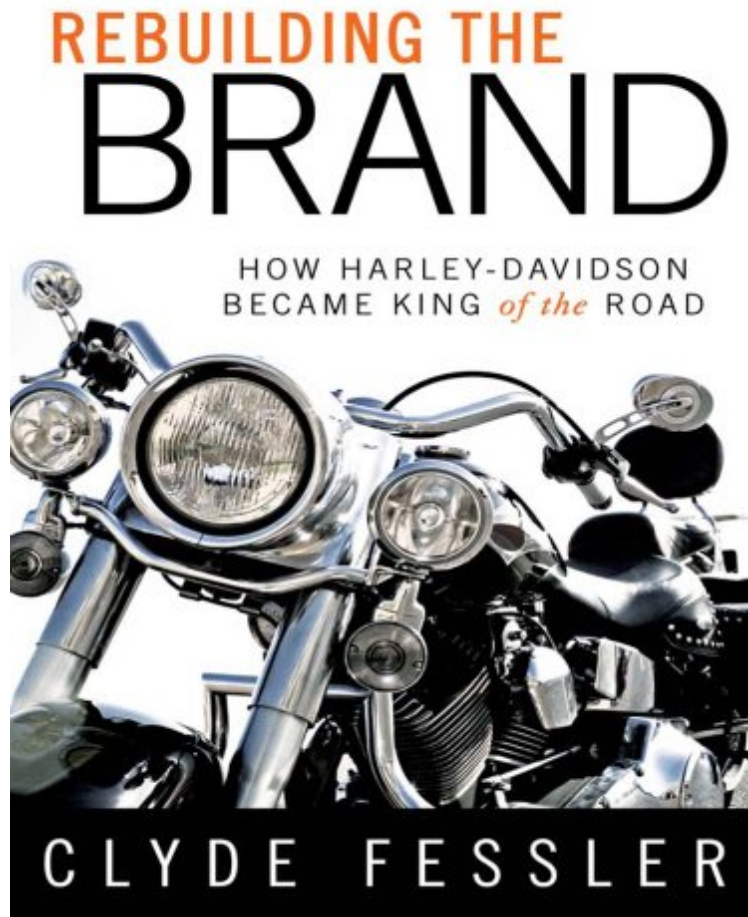


[Free pdf] Rebuilding the Brand: How Harley-Davidson Became King of the Road

# Rebuilding the Brand: How Harley-Davidson Became King of the Road

*Clyde Fessler*

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**Clyde Fessler : Rebuilding the Brand: How Harley-Davidson Became King of the Road** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rebuilding the Brand: How Harley-Davidson Became King of the Road:

0 of 0 people found the following review helpful. "Your next marketing/brand building opportunity is probably right in front of you" could have been the subtitle. By RickyG You may or may not ride a Harley--or a motorcycle for that matter--but this is a business book. A VERY good, simple, easy-to-read with easy-to-apply lessons for your business or your company's business. We all know Harley and the history. Their ups and downs. This book is written by the guy who had a very large hand in making how prevalent and global the Harley brand has become. Can you say Harley and Ford Truck? Who would have thought all those years ago that Harley could pull all of this off? Clyde Fessler is, in my opinion, a guy who was/is smart enough to see opportunities that others in and out of the organization (i.e. the ad

agencies) missed. He takes you through the processes that it took to take Harley to the top: From Harley's original ownership to the disastrous, near calamitous AMF takeover to the private re-acquisition of the company and its rise to glory, Clyde was there for the ride and illustrates the events that caused him to think the way he did and do what he did every step of the way. Clyde was by no means the Lone Ranger here--he had to have a LOT of help to get the Harley brand into Europe, Japan, Australia--virtually the entire motorized world--but he was certainly the point lead. Personally, I have been a Harley fan since I was old enough to take the bus downtown and walk to the local Harley dealership. My point for telling you this is that I 'grew up' with these changes. I remember everyone of them and it's very interesting to me to read the direction and motivations that were behind all the has happened to "The Company" since the 70's. If you don't ride and couldn't give a hoot about Harley Davidson this book still holds value for you in the sense that from a basic, real-world marketing point of view there are things you will learn from Rebuilding the Brand even if it's just to look at your problems as opportunities. Good Job, Clyde! 2 of 2 people found the following review helpful. This is a must read book By Woodsy I first brought this book wanting to learn more about Harley Davidsons, I ended up knowing what is meant by the Harley brand and how there marketing concepts and ideas can help in my own business. I would recommend this book to anyone who has there own business and anyone studying marketing. This book is true lay AWESOME!!!! 0 of 0 people found the following review helpful. got it By Chrystiano Mirandagreat bookthe guys from Powell's are great. Thanks a lot.will get some more for sure. Quick Response. Honest.What else could i ask for?

In the early 1980s, Harley-Davidson was on the verge of bankruptcy. In the general public's opinion, quality was substandard; of both motorcycles and riders. Harleys leaked oil and were often broken down. Riders were roughnecks, out to raise hell. The Harley-Davidson brand was tarnished. What s more, the charges were true. By the mid-1980s, Harley couldn't produce enough bikes to keep the public happy. Dealers were selling bikes off the showroom floor, struggling to assuage customers frustration. And today, Harley-Davidson is a model brand. Harley-Davidson isn't just a motorcycle company anymore. It is a community, a look, a source of self-expression, an all-American appeal for freedom; all expressed in one little logo. So, what happened? How did Harley manage to pull itself from the fire, brush itself off, and ride off into the sunset? The secret: branding. Histories will tell you how Harley-Davidson closed the quality gap between Hogs and the cheaper, faster, sleeker Japanese bikes; how Harley used Japanese manufacturing methods to increase its cash flow; how Harley clawed its way back from the brink of bankruptcy. All these aspects were important to Harley s rise from the ashes, no doubt, and as such are discussed in this book. But the true power of the big, beautiful, orange and black machine that is Harley-Davidson lies in its image, the Bar and Shield, the brand. Rebuilding the Brand: How Harley-Davidson Became King of the Road is the story of how a core group led a team of not only marketing folks but also employees, management, dealers, and vendors to rebuild the Harley-Davidson image. Told through the perspective of Clyde Fessler; who held several positions within Harley, from head of marketing services to VP of business development; Rebuilding the Brand provides dynamic branding information couched in an entertaining story. Fessler describes the methods used to create the iconic image Harley-Davidson enjoys today, methods that can be translated to nearly any industry, and explores the topics of brand experience, brand personality, brand extension, brand association, brand consistency, and brand welfare. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

I have never seen the likes of Clyde Fessler's creativity in defining and bringing to life the concept of "radical marketing and branding" strategies. If you want your organization to preempt the competition, read Rebuilding the Brand. --Bill Gray, retired VP of Human Resources, Harley-Davidson Motor Company Clyde was truly one of the greatest leaders in Harley-Davidson's history. He helped lead Harley-Davidson to its current position as one of the top 100 brands in the world with market share leadership in virtually every customer segment. He always challenges conventional thinking and was a pioneer of the "close to the customer" philosophy of marketing. He lives with the customer and understands the customer better than anyone. There is a lot of wisdom in Rebuilding the Brand. It should be required reading for any business school marketing class. --Jeff Merten, Former Vice President and General Manager, North American Sales, Harley-Davidson Motor Company This incredible book gives you a good idea of how effective Clyde Fessler has been in helping to make Harley-Davidson the amazing success story it has become. He understands the customer and knows how much we love Harley bikes, and he shares that love with us. --Pat Simmons, Doobie Brothers Clyde was truly one of the greatest leaders in Harley-Davidson's history. He helped lead Harley-Davidson to its current position as one of the top 100 brands in the world with market share leadership in virtually every customer segment. He always challenges conventional thinking and was a pioneer of the "close to the customer"

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About the Author

Clyde Fessler, retired vice president of business development for Harley-Davidson Motor Company, played an integral part in their dramatic turnaround. Fessler joined Harley-Davidson in 1977 as the advertising and promotions manager and soon was promoted to director of marketing services. In that position, he led the establishment of Harley Owners Group, which now has over a million members and is the largest enthusiast club in the world. As general sales manager in the early 1980s, he established new policies and programs, many of which are still in effect today. As director of licensing, Clyde created a new business that has received national recognition enhancing the brand to the general public as well as adding substantial financial value to Harley-Davidson. As vice president of general merchandise, he repositioned the rider accessory department and led the MotorClothes team from \$20 million in annual sales to over \$100 million in a period of five years. As vice president of Motor Accessories, he developed the plan and strategy that doubled the business in three years and tripled it in five years. In the role as vice president of business development, Clyde played a key role in developing strategic direction for the company, sponsoring programs like Motorcycle Rentals and the Rider's Edge safety training program. Clyde is a graduate of the University of Notre Dame. He served on the board of trustees for the American Motorcycle Association and the Motorcycle Safety Foundation. He also served as an active liaison between the Muscular Dystrophy Association and Harley-Davidson, a relationship that has generated over \$70 million in donations since 1981. Clyde retired from Harley-Davidson in early 2002 and is now active as a marketing consultant and motivational speaker. He enjoys fulfilling his dreams by exploring the world on one of his four Harley-Davidson motorcycles with his wife, Joan.