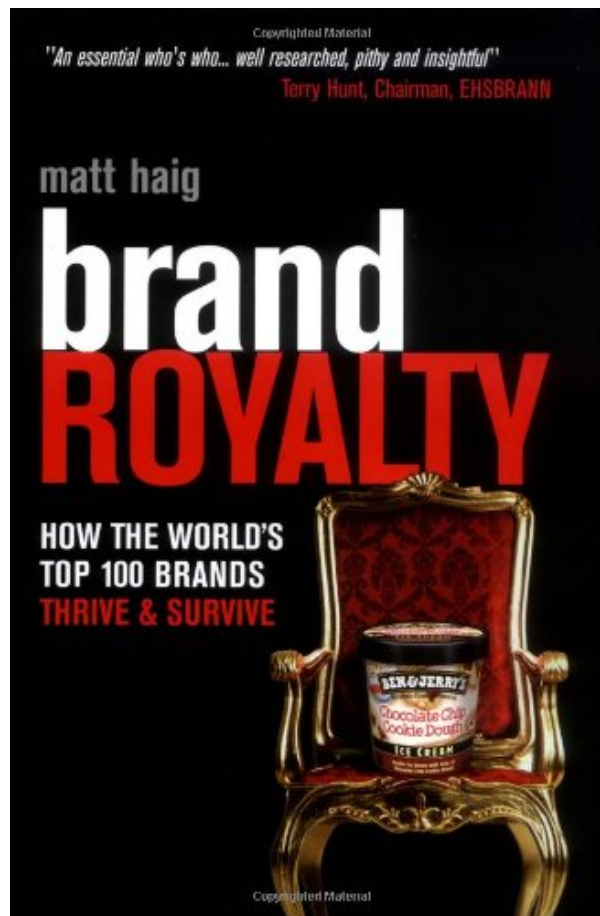


BRAND ROYALTY: HOW THE WORLD'S TOP 100 BRANDS THRIVE AND SURVIVE BY MATT HAIG



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About the Author

Matt Haig is an acclaimed author and journalist. His books include: *E-PR: The Essential Guide to Public Relations on the Internet*; *Mobile Marketing: the Message Revolution*; and *The E-marketing Handbook* (all Kogan Page).

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4 of 4 people found the following review helpful.

An Insult To Your Intelligence

By V. Sacson

RIP OFF.

There is no value contained in the book. It is literally an about-us page from every company's website as each note is but a mere page long.

There are no case studies or analysis of any kind. It's not about what the companies did right or not, it's an advert for these companies and Matt Haig's affiliates/people who produced better books years ago.

Don't buy it. Don't read it.

3 of 4 people found the following review helpful.

Filled cover to cover with ideas to consider when formulating one's own brand

By Midwest Book Review

Written by independent marketing and branding consultant Matt Haig, *Brand Royalty: How the World's Top 100 Brands Thrive & Survive* is an insightful guide to the tips, tricks, and techniques that one hundred of the most popular brands in America and worldwide use to remain successful in an increasingly competitive marketplace. From pioneer brands, that have earned trust across multiple generations (Heinz, Gillette), to brands that market themselves as status symbols (Rolex, Tiffany & Co.), to brands that laud their own consistency (Coca-Cola, Campbell's soup) and much more, *Brand Royalty* is filled cover to cover with ideas to consider when formulating one's own brand, and charting a direction in which to take it. Highly recommended for small business owners and big business branders or marketing consultants alike.

0 of 0 people found the following review helpful.

Serves as a corporate historical branding guide for 100 companies

By J.Ilog

If you have been a student of business for awhile, you would already be familiar with the history of the companies listed in the book. If you are new to marketing or studying it in college, this book is certainly worth reading.

He lists 18 different types of brands, with anywhere from 3 to 9 companies included in each category.

The categories are:

Innovation

Pioneer

Distraction

Streamlined

Muscle

Distinction

Status

People

Responsibility

Broad

Emotion

Design

Consistent

Advertiser

Speed

Evolution

BRIC (Brazil, Russia, India, and China)

At the end of each corporate summary, he gives a Secrets of Success, to help give the reader a better understanding.

Here is a quote from the very end of the book. "The brand may have been a result of weeks of complicated meetings and managerial decisions, but consumers choose brands in a matter of seconds. Their perspective is very different from that of the brand manager. They are not on the company payroll. Their jobs are not devoted to the brand. They just want to make a quick decision. And to help them, a brand must be communicated clearly...(For a brand)To be successful, it must also communicate something new or different with that language."

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