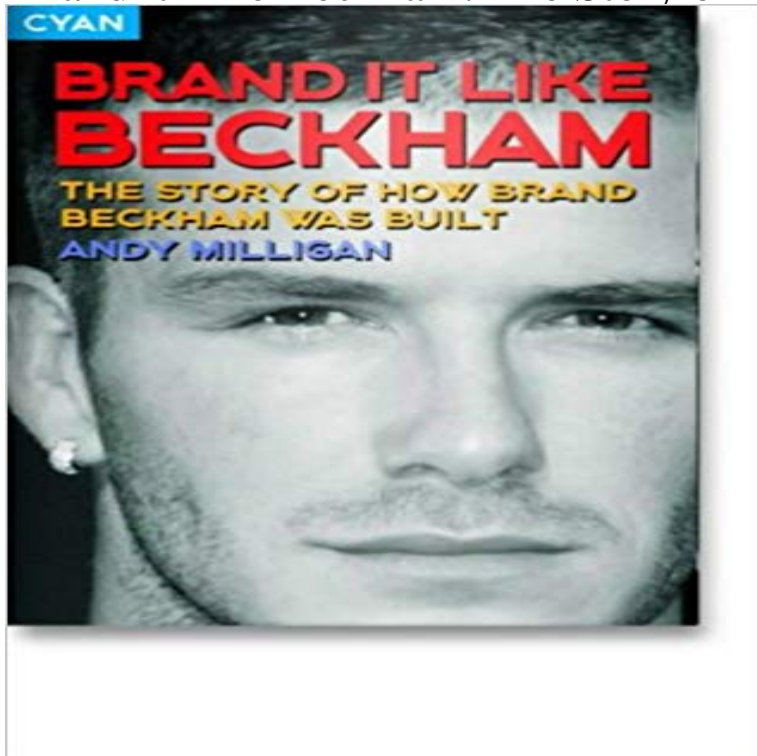


Brand it Like Beckham: The Story of How Brand Beckham Was Built



There is no one quite like David Beckham: brilliant footballer, dedicated athlete, fashion model, global icon and all-round celebrity. David Beckham has become one of the most powerful brands in the modern world, with earning power to prove it. This book shows David Beckham in a new light: as a man who has harnessed his skills and his fame to market himself in the same professional and disciplined way that a successful company markets its brands. By looking at the key choices Beckham made on and off the pitch, brand expert Andy Milligan helps us understand how he has achieved his phenomenal commercial success, even to this day as Beckham prepares for the 2010 World Cup finals in South Africa. Brand it Like Beckham is an analysis of what makes Beckham so saleable to both men and women, from the United States to Japan. The Times newspaper.

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