

ZAG: The Number-One Strategy of High Performance Brands



When everybody zigs, zag, says Marty Neumeier in this fresh view of brand strategy. Zag follows the ultra-clear whiteboard overview style of the authors first book, The Brand Gap, but drills deeper into the question of how brands can harness the power of differentiation. The author argues that in an extremely cluttered marketplace, traditional differentiation is no longer enough - today companies need radical differentiation to create lasting value for their shareholders and customers. In an entertaining listen you'll learn: Why me-too brands are doomed to fail How to read customer feedback on new products and messages - the 17 steps for designing difference into your brand- how to turn your brands onliness into a trueline to drive synergy The secrets of naming products, services, and companies The four deadly dangers faced by brand portfolios How to stretch your brand without breaking it How to succeed at all three stages of the competition cycle.

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