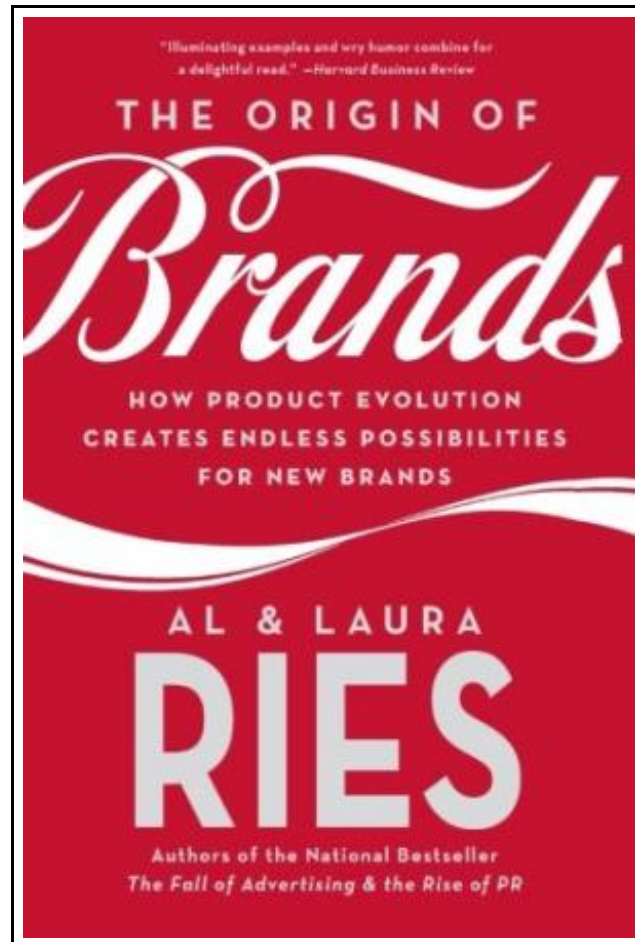


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THE ORIGIN OF BRANDS: HOW PRODUCT EVOLUTION CREATES ENDLESS POSSIBILITIES FOR NEW BRANDS



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HarperCollins Publishers Inc, United States, 2005. Paperback. Book Condition: New. New edition. 198 x 135 mm. Language: English . Brand New Book. In their trademark witty style, the Rieses draw upon ten years of research in order to present lively case studies showing how successful brands are developed. Exploring some of the most powerful brands and products of all time, they provide penetrating analysis into the marketing methods that built and established them. Ries and Ries lay down the rules for brand creation in a series of chapters showing how new ideas are developed, the importance of being first, inventing a new category, positioning opposite existing brands, positioning against an enemy. They also discuss the importance of public relations, protecting the brand, and when to give up on an existing brand. They go on to show how one of the most effective techniques for creating new brands is to branch them off of already successful products or services. The authors contend that the principle applies in every category - beer, water, cola, insurance, software, computer hardware, retail, restaurants, clothing, etc. - and they examine the notion through their cases and examples. In contrast, they also look at the disasters created when products, services - or companies - are pushed together in misguided attempts to create new brands. Best example is the merger between AOL and Time-Warner.

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