



BrandSimple: How the Best Brands Keep it Simple and Succeed

Allen P. Adamson

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In an era of mixed media messages, in which brands are extended to the breaking point and complex marketing theories compete for attention, it is more difficult than ever to create effective brands. Allen Adamson offers a refreshingly simple solution: Bring back the basics of good branding and ensure success. Build a brand on a good idea that you test. Make sure the design and message of your brand fits the brand's true meaning, and stay away from unnecessary and complicated strategies. Drawing on his years of experience working with some of the world's top brands, from GE to IBM, Adamson shows how to communicate with customers and make your brand resonate. He also gives a behind-the-scenes look at his work with traditional names like Maxwell House as well as newcomers like JetBlue and iPod, explaining what they do right--and wrong.

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