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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.

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His case studies show how the best brands work tirelessly to emerge with a simple promise and a simple message that is easily communicated in just a few words. The real examples are brief yet clearly show the challenges and ultimate solutions from brands like Compaq, Visa, Apple, Aquafina, Baby Einstein, BlackBerry, JetBlue, Timberland, Pixar and many more.

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In BrandSimple, Allen Adamson demonstrates that the business of brands doesn't have to be complicated, muddled or confusing. Quite the opposite, he explains that the answer to brand success is simple. That is, you must ensure that your brand stands for something that is not simply compelling, but compellingly simple to understand.

BrandSimple - Brand Simple Consulting

His case studies show how the best brands work tirelessly to emerge with a simple promise and a simple message that is easily communicated

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in just a few words. The real examples are brief yet clearly show the challenges and ultimate solutions from brands like Compaq, Visa, Apple, Aquafina, Baby Einstein, BlackBerry, JetBlue, Timberland, Pixar and many more.

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Based on over 100 interviews with top managers and experts from a broad array of brands and businesses that have gone through significant changes, Shift Ahead brings every internal and external factor into view relative to being able to pull off a successful shift: competitors, risks and barriers to change, cultural influences, finances, and more.

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