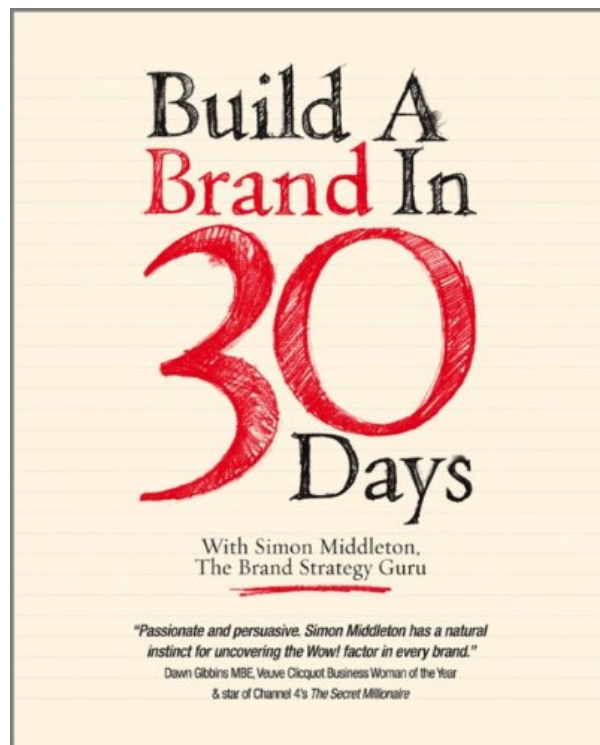
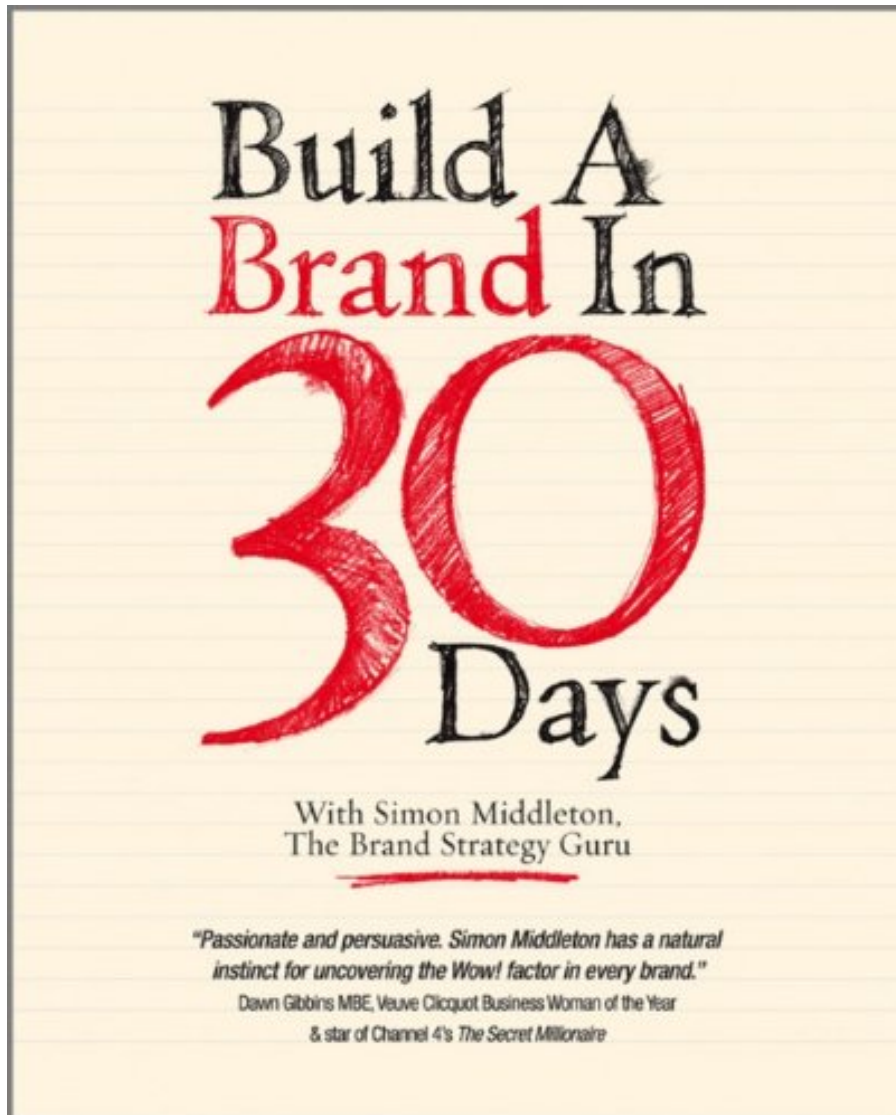


BUILD A BRAND IN 30 DAYS: WITH SIMON MIDDLETON, THE BRAND STRATEGY GURU BY SIMON MIDDLETON



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Review

'...lays out [all] the right questions for anyone launching a brand.' (Director, June 2010).

From the Back Cover

You don't need a marketing degree or intensive training to build an attention-grabbing brand; you just need this book – and 30 days.

Simon Middleton shows you how to create, manage and communicate your brand profoundly and effectively, in just 30 days, by following 30 clear exercises.

How you work through the book is up to you, the result will be the same: an authentic, compelling and highly distinctive brand that will attract and engage customers and fans.

You will learn how to:

- Establish your brand values and positioning
- Get the all-important name right
- Bring your brand to life
- Turn your customers into your advocates
- Manage your PR and use your marketing budget wisely
- Inspire your staff to live the brand too
- Deal with problems when something goes wrong

Branding is not about funky logos and expensive advertising. Your brand is what your company means to the world. Getting that meaning right is the most important thing you can do in business.

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'Passionate and persuasive, Simon Middleton has a natural instinct for uncovering the Wow! factor in every brand.' Dawn Gibbins MBE, Veuve Clicquot Business Woman of the Year and Star of Channel 4's The Secret Millionaire

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Most helpful customer reviews

2 of 2 people found the following review helpful.

Clear, functional guide for do-it-yourself branding

By Rolf Dobelli

Self-proclaimed "brand guru" Simon Middleton explains in clear, easy-to-understand terms what branding is, and then he tells you how to do it in this systematic guide to do-it-yourself branding. Even though he writes for small-business owners and entrepreneurs, Middleton's process applies to large businesses and corporations as well. He makes his subject so enjoyable and even inspiring that reading his guide is like having a conversation with a witty, knowledgeable and helpful friend. However, Middleton ambitiously proposes that you undertake a different branding activity each day for a month. But, even if you decide to stretch the 30 days to three months or more, he does explain how to get the job done. And it costs a lot less than hiring an agency or consultant. [getAbstract](#) recommends Middleton's advice, if not the exact timing of his process.

1 of 1 people found the following review helpful.

Like it!

By Salam Al-Karadaghi

Really like the book! Finally understand what the concepts of branding and positioning are all about, how to create an attractive brand for my company!

0 of 0 people found the following review helpful.

A Great Introduction To The Subject Of Branding

By N. M. Comfort

Simon Middleton's Book - Build A Brand In 30 Days is a great introduction to the subject of Branding. It is easy to read, jargon free, and full of easy to understand relevant examples and case studies. Branding is a critical area in the success of any business and Simon's book brings the subject to life. It also keeps it nicely relevant to even the smallest of brands or start-up businesses. He makes it clear that anyone can build a brand, and helps the reader to think clearly and strategically about the subject. By the time you get to the

closing chapters you will have a great set of tools to help you steer and grow your brand, as well as some thought provoking insights to consider, and some cutting edge brands to follow and learn from.

Well worth a read and great value for money.

Norman Comfort

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