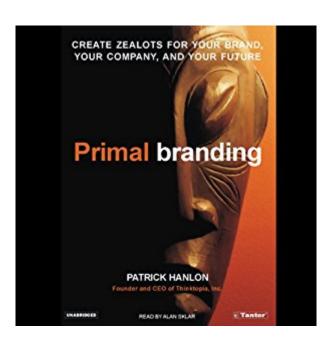The book was found

Primal Branding: Create Zealots For Your Brand, Your Company, And Your Future

Synopsis

What is it that made Starbucks an overnight sensation and separated it from other coffee house companies? Why do many products with great product innovation, perfect locations, terrific customer experiences, even breakthrough advertising fail to get the same visceral traction in the marketplace as brands like Apple and Nike? Patrick Hanlon, senior advertising executive and founder of Thinktopia, decided to find the answers. His search revealed seven definable assets that together construct the belief system that lies behind every successful brand, whether it's a product, service, city, personality, social cause, or movement.In Primal Branding, Hanlon explores those seven components, known as the primal code, and shows how to use and combine them to create a community of believers in which the consumer develops a powerful emotional attachment to the brand. These techniques, work for everyone involved in creating and selling an image-from marketing managers to social advocates to business leaders seeking to increase customer preference for new or existing products. Primal Branding presents a world of new possibility for marketers of every stripe-and the opportunity to move from being just another product on the shelf to becoming a desired and necessary part of the culture. --This text refers to an out of print or unavailable edition of this title.

Book Information

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Customer Reviews

I love this book! Patrick Hanlon deeply understands that branding and marketing is first and foremost about truly connecting on a human level with the audience. He describes beautifully how

the innate yearnings of human beings are to belong and to believe--we want to believe in something that has meaning to us. He also describes the roadmap to create a strong brand through 7 distinct primal codes. These principles are then exemplifies through detailed case studies that breakdown the process in a concrete way. This really helped me in understanding how to apply the 7 codes to my own brand.It was an absolute joy to read this book. I kept underlining and taking notes in the marginsÃ¢Â Â¦the book is now mess with all my scribbles! Obviously, this is a testament of great content and writing. Thank you Mr. Hanlon for giving us this intelligent, genuine, and practical gift!

Primal Branding goes much deeper than most books on branding. It is not just about logos and tag lines but about the seven crucial components which must be present to creating a brand that connects.The seven attributes are the creation story, the creed, icons, rituals, sacred words, pagans (the opposite or those opposed to the brand) and leaders. Primal branding is not about "building a church, but creating a religion.""Primal Branding has broken down the elements that help people feel better about a brand." All marketers are searching for ways to stand out from the crowd, to get attention, to connect. Hanlon has given us the blueprint to do just that. But as he says, "If all we needed were a recipe, everyone would be a great chef." He gives us the blueprint, but there is still the need to create the story, to make sure it resonates with everyone, the employees, the vendors and the customers. Branding is still part science, part art and a good deal of luck.The book is well written, easy to read and filled with many examples of very successful brands - from coca-cola to lego to U2. Hanlon goes behind the scenes to uncover what made the brands successful. He gives great insight into the things we must do to make our own brands successful.While we have the essential steps to brand our products or services, we still need to bring the emotional connection into the process. That of course is where the art and luck comes in.If you are responsible for marketing your services, you really need to read this book.

As a relatively new member of the marketing profession, I've been reading a lot of books to help me grasp marketing concepts and techniques. Of those, this has been the most unique. The main concept I took away from this particular tome is that more than one factor comes into play when you're establishing a brand image. Everything--from the logo to the buzz words--associates your product and brand in a consumer's mind.I really enjoyed reading about the various ways companies came into being, the way various entrepreneurs were interviewed. One story I found particularly fascinating was that of the founders of "Fast Company."Overall, this was a worthwhile read, but don't expect to come away with an outlined set of steps to follow to cause your brand to "pop."

Rather, you'll find a set of guidelines that you can use toward creating your own primal brand.

Excellent book on branding. I didn't give it 5 stars because there is some unnecessary swearing and some inappropriate examples which if left out would not take anything from the book. There's a shorter updated version called The Social Code which is worth getting for sure.

Best marketing book so far. Makes you really think about the core of who you are as a person/ or your product. It brings you to the ground level then works you up from there instead of throwing random useless facts, and ideas at you. It does a great job pointing out how all the successful companies/ personalities are applying the principles.

The author gives dozens and dozens and dozens of examples of how the seven principles work in the real world. Very interesting and very practical.

Informative, easy to understand, full of practicalâÂ Â‹ examples.

Primal Branding has stuck with me for years now. The book anticipated social communities and helps make sense of how and why communities build around products, companies, personality brands and even political and social movements. Through seven elements that Hanlon calls 'primal code', it's simple to understand how brands become belief systems that attract others who share your beliefs. I've heard of dozens of entrepreneurs and Fortune 100 companies who have read the book and adopted the principles. You can apply it to your own career or business, and as an author, I love the first element, finding and telling your Creation Story.

Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future Primal Blueprint Quick and Easy Meals: Delicious, Primal-approved meals you can make in under 30 minutes (Primal Blueprint Series) The Primal Blueprint Cookbook: Primal, Low Carb, Paleo, Grain-Free, Dairy-Free and Gluten-Free (Primal Blueprint Series) The Brand Called You: The Ultimate Personal Branding Handbook to Transform Anyone into an Indispensable Brand How to Launch a Brand: Your Step-by-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity How to Launch a Brand (2nd Edition - Trade): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity The Primal Blueprint: Reprogram your genes for effortless

weight loss, vibrant health, and boundless energy (Primal Blueprint Series) Create Demand for Your Brand: Brand From The INSIDE out Radio Programming and Branding: The Ultimate Podcasting and Radio Branding Guide The Global Brand: How to Create and Develop Lasting Brand Value in the World Market Branding Her 4 : Kaylee & Alex (Episode 07 & 08) (BRANDING HER : Steamy Lesbian Romance Series) Brand/Story: Ralph, Vera, Johnny, Billy, and Other Adventures in Fashion Branding Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand Designing Brand Identity: An Essential Guide for the Whole Branding Team, 4th Edition Designing Brand Identity: An Essential Guide for the Whole Branding Team Global Brand Strategy: World-wise Marketing in the Age of Branding The 22 Immutable Laws of Branding: How to Build a Product or Service into a World-Class Brand Global Brand Power: Leveraging Branding for Long-Term Growth (Wharton Executive Essentials) Best Practice Cases in Branding for Strategic Brand Management, 3/e