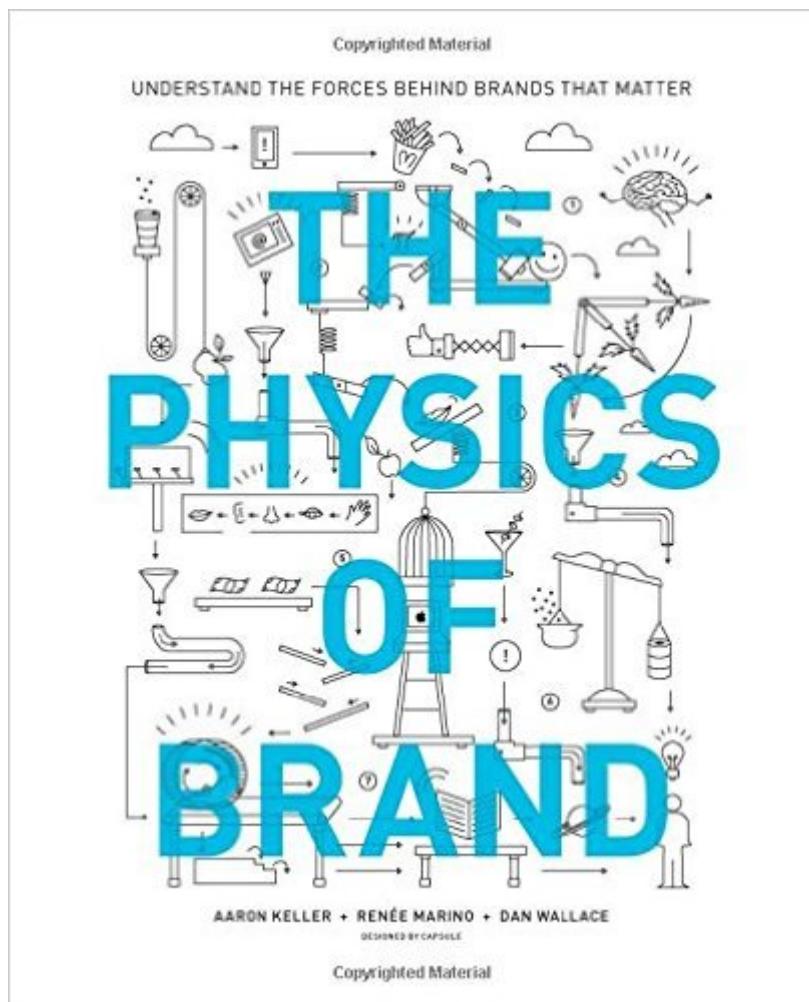


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# The Physics Of Brand: Understand The Forces Behind Brands That Matter



## **Synopsis**

Three practitioners take you on a theoretical journey to the depths of the brand universe. You'll be introduced to three new super models illustrating how brands aggregate value for brand owners, people and society. These models frame new ways to assess the value of brands, articulate smarter strategies and design memorable moments. The authors leave a smile in your mind as they weave neuroscience, micro and macro economics and complex systems into a narrative equally rewarding for finance as it is for marketing leaders. It's a brand-new way of thinking.

## **Book Information**

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## **Customer Reviews**

Hi! Branding, to me, is a part of the entire marketing/sales process. My profession is marketing/sales. I did form some new ideas after reading this book. It is worth reading. My review was too long so here are three comments. One of the best use of brain stimuli (see page 27) are casinos. The casino industry has the sights, sounds, smells, and feel down to a science. They know how to manipulate a brain to find pleasure before you even walk into their facilities. They have books written about the process! Having worked for YEARS in the food industry, with 15 of those years as a consultant to a food vendor, one learns that computer modeling doesn't take into account the type of customer a product can bring into a grocery store, e.g., our product wasn't a high margin product BUT our customers were foodies what didn't blink an eye spending \$150-\$500 on a single dinner event and sought out our product at stores. In fact, our customers (including catering companies who didn't want to add vendor accounts) told us how they

shopped exclusively at stores, coops, farmerâ™s markets, etc. that carried our product. How do the computer models take this into account? They donâ™t. Missing was an in depth discussion of ethics. Luckily my parents and college professors discussed ethics in business/life until I thought that I would scream! âœGreyâ• areas are often encountered in business dealings. Once my boss came to me with a decision that was too grey. We opted to NOT proceed. It was a surprise to me that he sought my input but I think that he knew I would advise against the move. In the book sequel, I hope that they will cover ethnics as it applies to branding. If you want my full review, let me know.

Deserving of becoming a classic. All that's needed to know about how to create a compelling and attractive brand presence, along with agile storytelling and science-based facts that will keep it from becoming dated and irrelevant. A joy to read. A pleasure to use in mapping your brand journey.

This is a fabulous book. It is fun and easy to read yet contains a lot of powerful marketing insight. It is a very worthwhile read for marketing students and for marketing professionals. It is written in a style that should appeal to marketing practitioners since it is not written in an arcane academic style. It is humorous and fun to read yet contains a lot of powerful material. It is also well illustrated and has many case study examples. It would be fabulous for an MBA class. I unhesitatingly recommend it.

What a fantastic new book and approach to branding and marketing - rarely does a book come along filled with new and fresh ways to think about brands. This is one of those books. One for everybody's bookshelf and go-to book gift.

This is a fun and insightful journey into the world of modern marketing. It weaves equal parts neuroscience, microeconomics, and the culture of technology to give you a new way to think about what it means to be a brand - and a brand marketing professional - in 2016. I especially liked the thought experiments throughout which are designed to engage and provoke you into new ways of thinking. It's on my desk now and I'm constantly referring back to it throughout the day as I tackle marketing and branding issues at work. Give it a read....you won't be disappointed!

As I wrote "Pavilions of Plenty" (Smithsonian press, 1992), I grew increasingly suspicious of the way corporations and the US government information agency (USIA) conflated consumer choices,

abundance, patriotism and the American Way of Life. They were trying to win the Cold War by turning the world into a big shopping mall. I was afraid of the environmental consequences. (I've grown to despise plastic, for example). Today, as a small business owner, I try to make the world a better place. I live with less; I keep it simple; but I aim to be successful. "The Physics of Brand" contains powerful information regarding how and why people spend their time and money and I am sure that any business owner would profit by understanding the principles and processes illuminated by the authors of "Physics". I know I have. Use this book responsibly! Robert Haddow, PhD.

The book adopts a holistic approach to talk about branding and it's quite enlightening. It talks about the different aspects to what makes a strong brands, the responsibilities of advertising, and provide examples through several case studies. It also has quite a large section on the intangible elements, such as the psychology involved, how people people and react the way they do. Overall, it's a good introduction to branding that also delves deep into the details. I would recommend this book to marketers or anyone who wants an overview into branding.

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