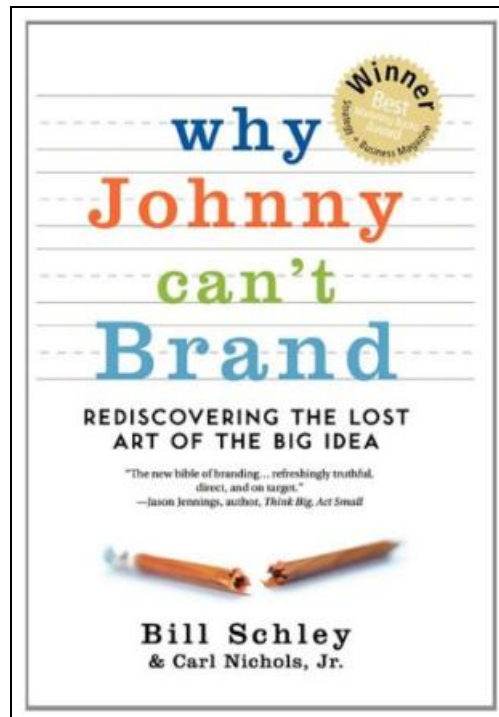


Why Johnny Cant Brand: Rediscovering the Lost Art of the Big Idea



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Reviews

An incredibly great book with perfect and lucid answers. Better then never, though i am quite late in start reading this one. You will not sense monotony at whenever you want of the time (that's what catalogues are for relating to if you question me).

(Nannie Lindgren Jr.)

WHY JOHNNY CANT BRAND: REDISCOVERING THE LOST ART OF THE BIG IDEA



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N.W. Widener. Hardcover. Condition: New. 244 pages. Dimensions: 8.5in. x 5.8in. x 1.1in. There's a Big Idea waiting inside your brand that can make you 1. Find it and shape it yourself for competitors and customers will do it for you. And we promise, you won't like the tagline. A few years back, a shocking best seller called *Why Johnny Cant Read* woke up the education establishment and revived the lost art of phonics. Now, *Why Johnny Cant Brand* blows the lid off the marketing establishment by reviving the lost art of the Big Idea. According to Bill Schley and Carl Nichols, Jr., modern branding is a daily choice between real, muscle-building ideas and an immense smorgasbord of empty-caloried junk. The stakes are huge, especially in a world with 155 kinds of shampoo. So why do so many good companies choose wrong? In fact, why do most fail to differentiate at all, handing what some call an unfair advantage to the few who do? The surprising answers, and the exclusive, eight-week prescription to fix it, are here in *Why Johnny Cant Brand*. Schley and Nichols, who have more than twenty-five years of experience working with global giants as well as small, spunky, start-ups, present an in-your-face, no-nonsense guide to what real branding and communicating is all about. The secret is uncovering and focusing on the Dominant Selling Idea—the one unifying idea at the center of every brand before you charge ahead with advertising or anything else. The Dominant Selling Idea (DSI) is the thing you do that's superlative, important and believable, made memorable and tangible—the difference that makes people want to buy you. It automatically puts you in a category of one. In the often funny, page-turning style of two award-winning, former Madison Avenue communicators, Schley and Nichols explain: 1. Why real branding is the...



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