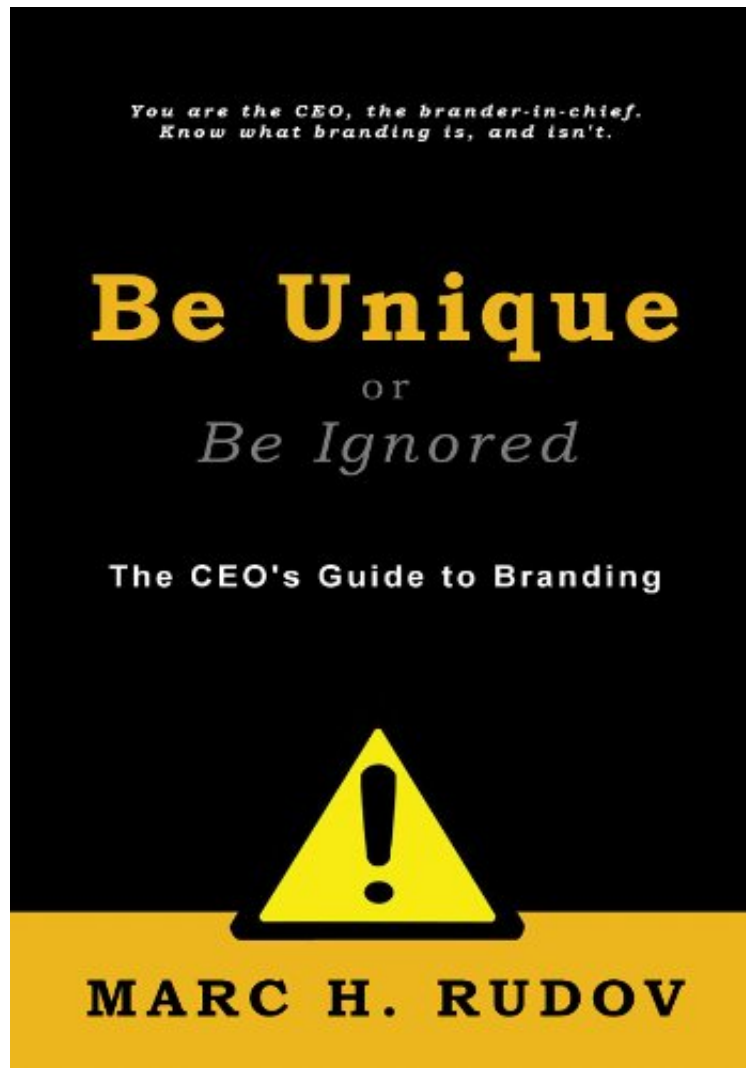


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Be Unique or Be Ignored: The CEO's Guide to Branding

Marc H. Rudov

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long standing but rarely heard maxim that the buying decisions of customers (business and consumer) are emotional and emphasizes the need to generate a strong, positive emotional reaction in your customer. If you read just one book on marketing or branding this year, read "Be Unique or be Ignored"; 3 of 3 people found the following review helpful. Excellent Book on Branding / Marketing By R Michael Parrotte A lot of people hear the word Branding and just think of all the same things that everyone else does. Which of course is completely counter productive. Marc Rudov's book Be Unique or Be Ignored takes it all together and boils it down to something that anyone can understand whether you are a marketing guy or simply someone who has something that they think people will want. Marc takes the idea of branding and turns it into a brilliant and creative exercise. Using several tried and true methods, Marc takes the reader through a series of steps to help create the story behind your brand and then put it out to the people. The author creates something to help you create a brand that will stand out and that people will remember. This book is nothing short of a powerful tool for anyone trying to create a brand for anything without the funds to buy a marketing campaign from one of the big advertising agencies. Michael Parrotte AGV Sports Group 3 of 3 people found the following review helpful. This Was One Of The Best 'Business' Books I've Ever Read! By Kara Oh I saw this author on a video from years ago, when he was on TV as a relationship guru. I checked his website and ended up learning about this book. It was completely inspiring, and eye-opening. I've read a lot on branding and taking many seminars on marketing my online business but nothing compares to Rudov's insights. Totally honest, in-your-face, get-off-your-butt kind of advice, exactly what works for me. I had my boyfriend read it and he had several 'ah, ha' insights for what he does and how he puts himself out there. I need to read it again...and again to keep myself on track. Thank you Marc Rudov!

Branding is ultimately the CEO's responsibility and #1 priority. The brand dictates a company's costs of sales, capital, and media. The goal of branding is to be unique, to stand out from the white-noise of me-too competition. Most CEOs allow their companies to copy or resemble their competitors. If people don't "get" your company's brand -- its value proposition -- within 15 seconds, they'll resist purchasing from, investing in, and writing about your company. Or, they'll ignore your company altogether. Hence, the title of this guide: Be Unique or Be Ignored.

About the Author Marc Rudov, author of "Brand Is Destiny: The Ultimate Bottom Line," is a branding advisor to CEOs. He's headed marketing organizations in both large and small companies. Rudov is known worldwide for creating and articulating unique, concise messaging - through his writing, consulting, speaking, and media appearances - that audiences react to, remember, and repeat. Mr. Rudov rails against industry, product, and technology jargon, and teaches his clients (most of whom are jargon junkies)-from various industries-to escape their comfort zones to brand in customer language. Moreover, Rudov insists the root of marketing (and branding) failure is rife misuse of the word market, which means customers, not products. Rudov earned his engineering degree from the University of Pittsburgh and his MBA from Boston University. Marc Rudov is available for radio TV appearances, debates, speaking engagements, and, of course, new clients. Find him at MarcRudov.com.