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Building Better Brands: A Comprehensive Guide To Brand Strategy And Identity Development



Synopsis

Building Better Brands is the essential guide to creating and evolving brands. Leveraging three decades of brand consulting for legendary companies like Caterpillar, Harley-Davidson, 3M, Owens-Illinois, National Australia Bank, and American Express, as well as middle-market and new-media startups, Scott Lerman shares the processes and frameworks needed to build great brands. This book is for you if you're a CEO seeking to enhance your knowledge of the branding process, a marketing/communications specialist who wants to take a leadership role in advancing an organization's brand, a brand consultant who is striving to sharpen and extend your skills, or a student who wants to jump-start a career in branding. Whatever its starting point--market leader or struggling competitor--any organization that follows this step-by-step guide will end up with a better brand.

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Customer Reviews

Scott Lerman has guided the development of branding programs for dozens of the world's most influential brands--including Caterpillar, American Express, Owens-Illinois, 3M, National Semiconductor, National Australia Bank, and Harley-Davidson. As a leader, he has helped shape several global branding firms, including Siegel & Gale, Enterprise IG, and currently, Lucid Brands. Scott is on the founding faculty of the School of Visual Arts' Masters in Branding program and helped create the first AIGA Chapter devoted to branding. Scott has commented on and explored the issues shaping businesses and brands in The Design Management Review, Wall Street Journal, New York Times and presented to diverse groups, including The Conference Board, The Design

Management Institute, American Marketing Association, and AIGA.

excellent

Scott Lerman has one of the most brilliant minds in the world of branding. His clarity, drive and constant search for understanding and innovation ensure the creation of unique brands for his clients. They are born based on their particular reality, vision and needs. This book is perfect for anyone interested in clearly understanding the process involved in the creation of a strong brand. His methodology is the result of years of experience in the "real world". It's not a textbook of unpractical theory; it's a book that challenges you and gives you the tools to make things happen whatever the limits and opportunities available in the majority of companies. This book is obligatory reading for any client and consultant involved in the process of the creation of a new brand or corporate identity.

Juan-Carlos Fernandez

Scott Lerman encapsulates a holistic way to shape a brand. Because brands are complex, using an organized process can tease out the dimensions that truly create powerful brands in the marketplace. Rather than being a logo design beauty contest, developing profound brand strategy as the foundation of communications and behaviors is the way strong, leadership brands are created. Every brander should read this text.

The book is printed on high quality paper and has an attractive glossy cover (thus one star). I purchased the book new from Amazon mainly out of interest in great brands and what made them great, but also to help me to improve my own brand. Reading it, I found a lack of substance and critical analysis which undermine its promise as a guide to a "better brand." The guide is often of the style "make a list" or "find clear place to work," or "go for the most bang for the buck." At one point the book notes skepticism of branding as a "soft" discipline but then delivers content that looks and reads like a free pamphlet. Many pages have only a few words or a few sentences, others have irrelevant illustrations (sometimes pleasant). Many images of post-it notes. It is condescending or meant to be? Not sure. Vague often shallow suggestions are mixed with anecdotal examples that don't clearly support any "ideas" or guiding principles. I agree with another reviewer who found the many 5 star reviews a bit suspicious.

I'm also suspicious of all the 5 star ratings like some of the other reviewers. This book was a huge

disappointment. It's excessively noisy, superficial and over designed. The overall look and feel reminds me of bad powerpoint presentations from the 90's. The book is hard to follow. The visual elements are distracting. Interviews are boring and seem staged. There's random gems of inspiration strewn throughout, but it's not worth your time digging for them. The square format of the book is also a problem. It makes holding the book an awkward chore. If you actually care about identity and branding, go straight to *The Brand Gap* and *Zag* by Marty Neumeier. The books are brilliant. They are easy to read and compact a lot of valuable information into a small package. I would give this book 1 star, but I want people to take my review seriously, not just as an angry outlier.

Scott Lerman has drawn from his impressive background to create a comprehensive guide to building better brands. In each chapter, Lerman breaks down content into bite sized pieces that are informative but not overwhelming, and each piece is shaped by his years of experience. For example, even the short section on the (not so) simple act of naming is particularly insightful. Not only is this book useful for practitioners, it makes a great text book. It's a compelling, easy-to-read, carefully built book that takes the reader step by step through the process in a conversational style. I highly recommend this book for students and educators, as well as professionals.

Outdated looking in design and style but great content.

I've been very fortunate to work as Creative Director with Scott on many of the programs he's discussed in his book. His methodology works so successfully in drawing out what is compelling, true and actionable about each brand. Scott provides the tools that help you uncover a brand's positioning in a highly interactive, engaging and empowering process. This book will make you a better brand practitioner!

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