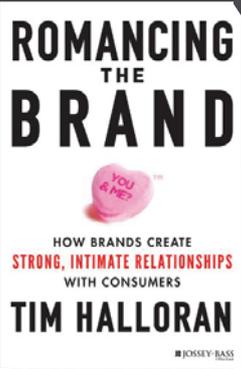


# HOW BRANDS CREATE STRONG, INTIMATE RELATIONSHIPS WITH CONSUMERS

Tim Halloran

- ▶ Jossey-Bass
- ▶ 272 pages
- ▶ January 2014

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**A young woman tells a focus group that Diet Coke is like her boyfriend. A twenty-something tattoos the logo of Turner Classic Movies onto his skin. These consumers aren't just using these brands. They are engaging in a rich, complex, ever-changing relationship, and they'll stay loyal, resisting marketing gimmicks from competitors and influencing others to try the brand they love.**

How can marketers cultivate and grow the deep relationships that earn this kind of love and drive lasting success for their brands?

In *Romancing the Brand*, branding expert Tim Halloran reveals what it takes to make consumers fall in love with your brand. Step by step, he reveals how to start, grow, maintain, and troubleshoot a

flourishing relationship between brand and consumer. Along the way, Halloran shares the secrets behind establishing a mutually beneficial "romance." Drawing on exclusive, in-depth interviews with managers of some of the world's most iconic brands, *Romancing the Brand* arms you with an arsenal of classic and emerging marketing tools—such as benefit laddering and word-of-mouth marketing—that make best-in-class brands so successful. The book is filled with examples, strategies, and tools from powerful brands that consumers love, including Coke, Dos Equis, smartwater, the Atlanta Falcons, Domino's Pizza, Bounty, Turner Classic Movies, and many more.

Tim Halloran has built and directed some of the world's largest brands. With over 20 years of strategic consumer brand management, insights, and new product development experience, he speaks extensively to business professionals on ways to improve the relationships between their brands and consumers.

Sample chapters, contents, key words analysis, reviews, ... available online. [Login here](#)



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## THE SEVEN BRAND-BUILDING PRINCIPLES THAT SEPARATE THE BEST FROM THE REST

Denise Lee Yohn

- ▶ Jossey-Bass
- ▶ 272 pages
- ▶ February 2014

**It's tempting to believe that brands like Apple, Nike, and Zappos achieved their iconic statuses because of serendipity, an unattainable magic formula, or even the genius of a single visionary leader.**

However, these companies all adopted specific approaches and principles that transformed their ordinary brands into industry leaders. In other words, great brands can be built—and Denise Lee Yohn knows exactly how to do it. Delivering a fresh perspective, Yohn's *What Great Brands Do* teaches an innovative brand-as-business strategy that enhances brand identity while boosting profit margins, improving company culture, and creating stronger stakeholder relationships. Drawing from twenty-five years of consulting work with such top brands as Frito-Lay, Sony, Nautica, and Burger King, Yohn explains key principles of her brand-as-business strategy.

Denise initially cultivated her brand-building approaches through several high-level positions in advertising and client-side marketing. She served as lead strategist at advertising agencies for Burger King and Land Rover and as the marketing leader and analyst for Jack in the Box restaurants and Spiegel catalogs. Denise went on to head Sony Electronic Inc.'s first ever brand office, where she was the vice president/general manager of brand and strategy and garnered major corporate awards.

An influential writer and brand expert, Denise enjoys challenging readers to think differently about brand-building. She contributes the monthly column *Brand New Perspectives* to *QSR Magazine* and has published work in numerous outlets, including *Harvard Business Review*, *Advertising Age*, and *OPEN Forum*. In 2008 she launched her blog, *brand-as-business bites™™™*, which the Marketing Executives Networking Group (MENG) named as one of the top 20 marketing blogs. Denise also penned the book *What Great Brands Do: The Seven Brand-Building Principles that Separate the Best from the Rest* (Jossey-Bass).