

These Are 9 Really Hot Brands to Watch in 2018

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Amazon, Facebook, Galaxy, CVS, Blue Apron, and Donald Trump are some of the hottest brands going into 2018. Which ones are you watching?



By [Peter Economy](#)

While Peter Economy has spent the better part of two decades of his life slugging it out mano a mano in the management trenches, he is now a full-time ghostwriter and best-selling author of more... [Full bio](#)
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Denise Lee Yohn is a brand expert and author of the book, *What Great Brands Do*. She just posted a list of the 26 brands to watch in 2017, conveniently arranged A-Z. While some of these brands you'll recognize, others may be new to you (I had personally never heard of Inditex). Regardless, when Denise talks about brands, I listen -- and you should, too.

Here are the first 9 brands to watch in 2018 from Denise's A-to-Z list -- be sure to check out [the other 17 on her website](#):

AMAZON. A is always the hardest letter to write in this list since there are so many candidates, including Alibaba (the Chinese e-commerce giant with nearly 550 million active mobile users per month,) Airbnb (which is rapidly expanding into new markets and offering new services like Experiences), and Apple (I cheated -- see X below). But Amazon remains my top choice for the way it is disrupting every area of business, from grocery stores to health care and pharmaceuticals, cloud services, and more.

BLUE APRON, which has struggled to woo investors since its June IPO and recently laid off hundreds of workers, is only one of the many meal-kit and food delivery services that seem to be struggling. Some say the big meal bubble has burst but I suspect it's only undergoing significant changes since Americans continue to value the convenience and choice these services offer.

CVS Health's ballsy offer to acquire Aetna for \$66 billion earlier this month is likely to get approved. And we'll surely see more M&A and JV activity in healthcare as players try to get in front of Amazon's eventual entry into the space. Fortunately for customers, such moves are likely to drive costs down and convenience up.

DONALD TRUMP has been my "D" brand for two years now. His Presidential brand has unquestionably been the most unusual we've seen and the unbelievable antics will only continue. Between North Korea and Russia on the international front to healthcare and immigration domestically to his own staffing and family affairs, there's so much about The Donald to keep an eye on in the coming year.

ETHEREUM. I am just as confused by cryptocurrency and blockchain technology as most

people are, but I'm pretty sure their influence on our economy is likely to continue to grow. Ethereum, an open software platform based on blockchain technology, enables developers to build and deploy decentralized applications. Given how wide-ranging it can be, I'm guessing we'll be hearing more about it in 2018 and beyond.

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FACEBOOK. [Nearly 200 million U.S. adult users spend an average of 41 minutes a day on Facebook](#) -- that fact alone makes this brand

noteworthy. But 2018 will bring more newsy developments given its involvement in the Russian election meddling, new features like its Watch video tab, and continued acquisitions.

GALAXY, Samsung's mobile device product brand, remains a formidable challenge to Apple. The Galaxy S8 Plus has been viewed as a viable -- even preferable, in some cases -- alternative to the iPhone X, and the S9, due out early next year, will feature a massive redesign (likely including dual cameras). But the Galaxy X with its expected folding display may catapult it well far ahead of even our imaginations.

HUAWEI. My bullish take on Samsung aside, I also continue to track Chinese smartphone giants Huawei and Xiaomi for their strength in international markets. Huawei's Mate 10 Pro holds its own against the Galaxy 8 and iPhone 8 and the brand is the smartphone market share leader in China (Apple is #5, Samsung , #9). Meanwhile Xiaomi is gaining a winning position in India, investing over \$1 billion in 100 Indian startups to build out a robust ecosystem of mobile apps.

INDITEX, owner of retailer Zara, is one of several fast-fashion brands I'm watching. H&M and Fast Retailing's Uniqlo have also dominated the retail apparel landscape in recent years because of these brands ability to win customers with trendy styles and cheap prices. They've shown that logistics has become as important as marketing has to retailers, as retail leadership depends on delivering hot styles, maintaining low inventories, and refreshing fast-selling items to keep costs down while meeting fickle consumer demand.

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5 Books Every Entrepreneur Should Read

A good book teaches you something new, these books teach you the most.

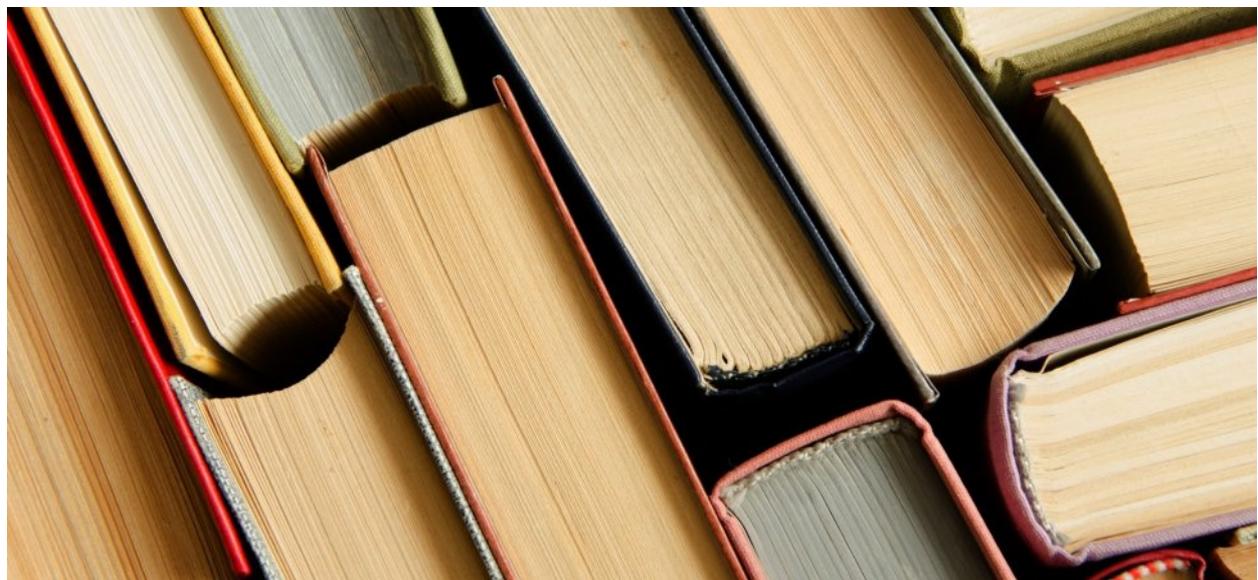


By [Ron Gibori](#)

Ron Gibori is a nationally recognized entrepreneur and award-winning creative director at Idea Booth--a creative think tank. [Full bio](#)

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I recently published an [article](#) on Inc. saying that people who read are going to be a mile ahead of those that do not. I received a lot of feedback from aspiring entrepreneurs asking where they should begin. After I gave myself some time to think, I listed what I believe are the five [best books](#) for beginners or veterans.

Constant learning is key. Finding ways to carve out enough space in the day to dedicate to [reading](#) is the difference between a hobbyist and a successful entrepreneur.

When studying the [habits of successful people](#), I continuously came across one thing they all had in common: they all are well-read. Successful entrepreneurs are at their best when it comes to time management and squeezing in a meaningful amount of reading time in their schedule.

Not long ago, I visited the office of a very successful client. While there I looked over the books on his shelf, and the ones on the desk (the most recently read), and made a mental note of them. If I knew nothing else of the man, the books he read illustrated a portrait of his

personality so clear no LinkedIn profile could outdo it. My respect for him increased, simply based on the books he read.

The right book has to have that balance of facts and stories, inspiration and actions, and somehow leave you changed afterward.

Here is a list of five of the best books that I recommend to every entrepreneur.

1. "Think and Grow Rich" by Napoleon Hill

All of you should have read this book at least once if you're reading this article. If you haven't, you should shut down your computer, go buy a copy, read it, and don't come back until you're done. This book is the original source of the law of attraction: that what you desire most is what you will achieve. I tend to get so caught up in the busywork of running a business, that I forget why I'm working! This book teaches me that if I have that constant goal in my mind, I will achieve it.

2. "The One Thing" by Gary Keller

Do you know who you are? What makes you successful? Those are the questions posed by "The One Thing." If you can't identify that one thing that makes you unique or valuable, this is the book you need. This book taught me how to analyze myself; when I finally broke myself down, and discovered that one thing that makes me me, I was able to ignore all other distractions and I ended up being more profitable.

3. "Manage Your Day-to-day" by Jocelyn K. Gleib

"Stop doing busywork. Start doing your best work" is the theme of this book. Many times I have met inspiring entrepreneurs, and creative geniuses, who are kept from amazing success because of their terrible schedule or lack of routine. I was guilty of the same thing. No amount of talent or skill was able to help me until I created a manageable schedule.

I used to always run to fix the latest "fire" in the office, and I would get nothing of value accomplished all day. When I come in with a ready schedule, not only do I generate more value, but I get more done, and things end up resolving themselves.

4. "Traction" by Gabriel Weinberg

Successful companies aren't the first ones to the market. The best startups aren't the ones with the most original product. (Ask Myspace, Yahoo, or Vine). Startups rise and fall on the traction they have at operational levels. You can have the best idea in the world, but if your production process is garbage, you'll never make a dime. "Traction" is the easiest way to bring your company in line with your goals. It's the cliff-notes version of running an effective business.

5. "Mastery" By Robert Green

Success isn't about what you know, it's about who you are. Take a true leader from any

industry, and they could find a way to succeed in any other. Why? Because the traits necessary for success aren't limited by college degrees, and don't vary across industries.

"Mastery" will teach you what these traits are, how many you have yourself, and how to develop those you lack. And once you master yourself, the rest is easy: you can master any industry, or any market. "Mastery" is a book I return to time and again to remember what the traits are, and then I realize something I've overlooked, and once I put it into practice again, it's almost magical how my business corrects itself!

Whether you're just starting a business or a long-time veteran, there are business difficulties you will face. You need to take the time to read. From classics to newly released titles, every entrepreneur should find time to read these books.

Sick of Business Books? Here Are 5 New Fiction Books With Business Lessons

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