UnBranding: 100 Branding Lessons for the Age of Disruption

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By Scott Stratten and Alison Stratten

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From The Brick, TTC, Roomba Poop, and Goodlife; to the Third Circle for Viral Marketing explained; Alison and Scott Stratten take on branding in Canada and the US, and comment on current branding issues such as Sears and Fake News.

In the refreshing and amusing UnBranding: 100 Branding Lessons for the Age of Disruption the authors break through the noise of disruption and give the most honest view of this transformative time in the Digital Age.

They say, “We have unlimited access to information and this has affected all our traditional business relationships – from how we hire and manage, to how we communicate with our current and would-be customers. Innovation continues to create opportunities for emerging products and services we never thought possible. This is the age of disruption – it’s fast-paced, far-reaching and is forever changing how we operate, create, connect, and market. It’s easy to see why brand heads are spinning. Businesses are suffering from the next big thing and we’re here to help you find the cure. It’s not about going backwards, it’s about moving forward with purpose, getting back to the core of good branding while continuing to innovate and improve without leaving your values behind.”

UnBranding is about focus – it’s about seeing that within these new strategies, technologies and frameworks fighting for our attention, remain the tried and true tenants of good business – a reminder that rude staff, mediocre products and a poor brand reputation, even with a fancy new app - are still not helpful - and 100 case studies prove it!

UnBranding will be available wherever books and ebooks are sold.

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About the authors

Scott and Alison Stratten are co-hosts of The UnPodcast. This is their fifth book together, which represent their thoughts on the changing world of business through their experiences of entrepreneurship, two degrees (Alison), not lasting long as an employee (both) and screaming at audiences around the world (Scott; Alison is more polite).

Businesses like Walmart, 3M, Microsoft, PepsiCo and others have been brave enough to want their advice.

They now spend their time keynoting around the world, and are available for comment/interview.