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Every year, thousands of new businesses are started by people with no knowledge of modern marketing at all?and some of them survive and thrive. Accidental Branding tells the story of seven "accidental" brands and how their founders beat bigger competitors by breaking the standard

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rules of marketing. Successful brands like Burt's Bees, J. Peterman, and Clif Bar reveal how doing things differently can lead to big-time success.

Accidental Branding: How Ordinary
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Accidental Branding presents a series of case studies highlighting companies and their founders who have encountered overwhelming success from surprising circumstances. The recurring characteristics of these entrepreneurs from companies like Burt's Bees,

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Columbia Sportswear and craigslist
include risk-taking, authenticity,
determination, fearlessness, attention
to detail, creativity and, in most cases,
great timing and little magic.

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People Build Extraordinary Brands

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1.- Build a myth around it. Build a story, something that makes people sympathize with you. Something romantic, heroic, mysterious, etc., whatever suits you. 2.- Build a community around it. Invest in knowing and letting people know your

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product. Reach for people that rave
about your product/service. 3.- Be
there.
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knowledge of modern marketing at

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all?and some of them survive and thrive. Accidental Branding tells the story of seven "accidental" brands and how their founders beat bigger competitors by breaking the standard rules of marketing. Successful brands like Burt's Bees, J. Peterman, and Clif Bar reveal how doing things

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It's Not Easy Being a Bunny (Beginner
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to branding, and etc. In your head you
scream: "what luck!" If you relate to
this, you should check out David
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A new book that expounds on this
question will be released this week.
The title is Accidental Branding: How
Ordinary People Build Extraordinary
Brands by David Vinjamuri. In
Accidental Branding, David profiles

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the leaders of several extraordinary
whose brands took off seemingly out
of nowhere and succeeded in
different, but amazing ways.

Accidental Branding | Lead on
Purpose

David is the author of Accidental

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People: How Ordinary People Build
Extraordinary Brands (Wiley, 2008)
and two novels. He is credited as the
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Illinois Author Project, which won the
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David writes the Brand Truth column
online for Forbes, which has been
read by over 1 million people. David is
the author of Accidental Branding:
How Ordinary People Build
Extraordinary Brands (Wiley, 2008)

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