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"A Question Of Logos And Branding"

Some initial quotes and thoughts from
22 Immutable Laws of Branding,
Al & Laura Ries, New York, HarperBusiness, 1998,
& Harper Paperbacks, 2002.

= "Marketing is building a brand in the mind of the prospect. If you can build a powerful brand, you will have a powerful marketing program. If you can't, then all the advertising, fancy packaging, sales promotion, and public relations in the world won't help you achieve your objective" (p. 2).

= "Marketing is branding.... Marketing is what a company is in business to do. Marketing is a company's ultimate objective.... And marketing is all about the 'laws of branding'" (p. 2).

= "Branding 'pre-sells' the product or service to the user. Branding is simply a more efficient way to sell things" (pp. 2-3).

= "The brand name replaces the salesman for the buyer and perspective market.... Any proper noun is a brand. You are a brand. (And if you want to be truly successful in life, you should consider yourself a brand and act accordingly)" (p. 5). Compare with the ancient Hebrew and Biblical concept and use of "names"; Solomon "the wise" was a pretty sharp brand!