HOW TO BRIDGE
THE DISTANCE
BETWEEN
BUSINESS STRATEGY
AND DESIGN

# EXPANDED EDITION WITH 220-WORD BRAND GLOSSARY





## Brand Gap, Revised Edition, The

### **Table of Contents**

CONTENTS

INTRODUCTION

WHAT A BRAND ISNT

WHY IS BRAND SUDDENLY HOT?

IN VERISIGN WE TRUST

WHATS YOUR BRAND WORTH?

**BRAND HAPPENS** 

THE BRAND GAP

INTRODUCING THE CHARISMATIC BRAND

**DISCIPLINE 1: DIFFERENTIATE** 

THREE LITTLE QUESTIONS

ITS DIFFERENTI LIKE IT

THE EVOLUTION OF MARKETING

GLOBALISM VS. TRIBALISM

FOCUS, FOCUS, FOCUS

ARE YOU GROWING OR HARVESTING YOUR BRAND?



### **Table of Contents**

**DISCIPLINE 2: COLLABORATE** 

IT TAKES A VILLAGE TO BUILD A BRAND

THE NEW COLLABORATIVES

HOORAY FOR HOLLYWOOD

THE POWER OF PROTOTYPES

**DISCIPLINE 3: INNOVATE** 

WHERE THE RUBBER MEETS THE ROAD

WHEN EVERYBODY ZIGS, ZAG

BRAND OR BLAND?

THOSE CRAZY NEW NAMES

**ICONS AND AVATARS** 

ITS ALL PACKAGING

DOES OUR WEBSITE LOOK FAT IN THIS DRESS?

**DISCIPLINE 4: VALIDATE** 

THE NEW COMMUNICATION MODEL

PEOPLE ARE DIFFERENT

TEST IS NOT A FOUR-LETTER WORD

THE MYTH OF FOCUS GROUPS

HOW TO AVOID GETTING SKEWED

THE SWAP TEST

THE CONCEPT TEST

THE FIELD TEST



### **Table of Contents**

WHAT ARE WE LOOKING FOR?

**DISCIPLINE 5: CULTIVATE** 

THE LIVING BRAND

EVERY DAY YOU WRITE THE BOOK

THE BRAND AS A COMPASS

PROTECTING THE BRAND

WHERE ARE ALL THE CBOS?

THE VIRTUOUS CIRCLE

TAKE-HOME LESSONS

**BRAND GLOSSARY** 

Α

В

С

D

Ε

F

G

Н

I

J

L

M



# **Table of Contents**

Ν

0

Ρ

Q

R

S

Τ

U

٧

Z

RECOMMENDED READING ACKNOWLEDGMENTS

**INDEX** 

**ABOUT THE AUTHOR**