Contents

Foreword 11

What Is the Problem of Branding Today? 17

Basic Principles. 25

- 1 What is a brand? 27
- 2 How is a brand created? 34
- 3 Since when have brands existed? 40
- 4 What is meant by the term "brand"? 46
- 5 Can certain brands be seen as a substitute for a religion?
 Or even an alternative religion? 52
- 6 Where does a brand get its "life" from? 55
- 7 How does a brand manage to become a habit? 58
- 8 Why are brands so important? 62

Brands and Sociology. 69

- 9 Why does sociology explain, clarify and strengthen a brand? 71
- 10 What does the scientific model of brand sociology look like? 74
- 11 Isn't psychology the actual topic when we talk about buying certain brands? Why isn't it brand psychology? 79
- 12 Brands are a mass phenomenon, but they must appeal to each customer individually. What does this insight mean for an individual brand system? 84
- 13 Why should a brand be a cultural or social entity? 88
- 14 Which basic principle does "healthy" brand development follow? 93

Brands and Performance. 101

15 The foundation of every successful brand is its performance.

Is that still the case? Isn't it more about emotions and the hip image a brand has? 102

CONTENTS 7



- 16 If each brand's performance is highly individual, how can it be analyzed according to a single principle? 105
- 17 A specific performance by a company is the source of an abstract external effect. What are the typical causes of a brand's effect on the people outside the company? 109
- 18 How is the part of the performance that is causal for the positive brand prejudice filtered out and isolated? 112
- 19 What determines the building blocks of an individual brand's success? 118
- 20 Why is it so important that the performance is always reliably the same or at least recognizable as similar? 123
- 21 A brand image is the result of good performance over time.

 This implies that a brand needs time to establish an image.

 But is that still true in our fast-paced world? 127

Brands, Their Origins, and Histories. 133

- 22 Does the origin of a brand still play any role in these globalized and digitized times? 134
- 23 How do you properly put the origin of a brand into scene? 137
- 24 Some origins have a negative connotation or maybe none at all. What can you do about that? 142
- 25 Can the origin itself for example, a city, a region, a country be a "real" brand? 145
- 26 How important is a brand's history? Isn't the past totally irrelevant in our fast-moving times of digitization and disruption? 147

Brands, Brand Management, and Strategy. 151

- 27 Where should the areas of brand management and strategy be positioned within the organization of a company? 152
- 28 Many brands are driven by the fear of not appearing young enough. Which strategy will keep a brand young forever? 154
- 29 Good brand management means drawing clear boundaries. What about brands that are defined as mass brands? 156

- 30 Modern brand management often means basing strategic decisions on figures and data. But can statistics and market research nevertheless accurately reflect a brand? 159
- 31 When companies are slaves to numbers, what does this lead to? 164
- 32 Is good brand management more difficult to enforce in a publicly listed company than in an owner-managed business? 168
- 33 How can a company be or remain a strong brand, even as a public corporation? 172
- 34 If no strategy works (anymore), can brands die? 175
- 35 Is there a possibility of a "too much" in brand management? Companies that are "too perfect" in branding? 180

Brands, Brand Names, and Symbolism. 187

- 36 How important is a logo for a brand? 188
- 37 How important is the name of a brand? 192
- 38 How can the often observed fixation on a logo change be explained if the main topic is a general change in the company? 195
- 39 How important is the slogan or as it is nowadays often referred to - the "claim" for the brand? 198

Brands, Marketing, and Communication. 203

- 40 What is the difference between brand management and marketing? Aren't both meant to promote sales? 205
- 41 What are the characteristics of good marketing? 207
- 42 What are typical marketing mistakes in relation to the brand? 209
- 43 How do good advertising and communication manifest themselves? 213
- 44 How do bad advertising and communication manifest themselves? 219
- 45 Should small and medium-sized enterprises advertise differently than corporations? 222

46 "Awareness" is crucial. "Likes" and "Followers" are the new currency. If phrases like these are true, is advertising - based solely on the brand's performance – a model that's on its way out? 227

Brands and Customers. 231

- 47 Brand sociology divides market participants into five types. Why and what does this do to help? 232
- 48 What differentiating characteristics do the five types of market participants have? 236
- 49 In the digital age, with an infinite number of options and increasing market complexity, is it still possible to achieve lasting brand loyalty among customers? 243

Brand Management, Innovation, and the Future. 249

50 Self-similar brand evolution versus innovation and progress: How can it work? 251

Conclusion: On the Future of Brands 253

Sources and Notes 260

Literature 262

Who Are the Authors? 263