

brand books

The latest ink on branding, design and trademark issues.
This month's featured book...



What's Your BQ?

by Sandra Sellani

The key for any brand—whether it's a new one entering a crowded market or an established one fending off upstarts—is differentiation (and then communicating that differentiation to its customers).

The book's 40-question brand quotient (BQ) quiz covers strategy, alignment, communication, and execution to determine whether your brand has a sustainable competitive advantage.

Low BQ? Don't worry. The majority of the book is a rundown of strategies behind the success of nearly three dozen brands, from familiar ones like Netflix (change consumer buying habits in your favor) to offbeat ones like the Church of Tom Jones (be strange). And the concluding section on planning a brand strategy rounds out an education on developing the "ability to get into the minds and often the hears of your prospects—and stay there."

[buy](#)

[view all books](#)



The Name of the Beast: The perilous process of naming brands, products, and companies

Edited by Neil Taylor

Cyan/Marshall Cavendish

[buy](#)

[readers' reviews](#)

Naming may be the most fascinating aspect of branding (sorry, marketing folks). A little brainstorming, a list of irresistible names, a delighted client. Simple, right?

Neil Taylor, a former namer, counters: "Naming is in fact one of the hardest...jobs you'll ever do."



Hidden in Plain Sight: How to find and execute your company's next big growth strategy

By Erich Joachimsthaler

Harvard Business School Press

[buy](#)

[readers' reviews](#)

How did Sony, with its 20-year Walkman history, cede dominance in the portable media player industry to Apple, which (until the iPod) was known as just a computer company? According to the author, a brand can "obsess over serving customers or winning the product innovation

July 6, 2007



Sandra Sellani

Author . Keynote . Consultant | Marketing & Branding