

Download The 22 Immutable Laws Of Branding

The 22 Immutable Laws of Branding by itself is certainly a worthwhile read and provides a nice outline for important pieces not to lose track of as one builds a brand. On the other hand, the "BONUS" section that includes "The 11 Immutable Laws of Internet Branding" is a complete miss.

22 Immutable Laws of Branding

1. The 22 Immutable Laws of Branding How to Build a Product or Service into a World-Class Brand by...
2. The Law of Expansion
 - The power of a brand is inversely proportional to its scope.
3. The Law of Contraction
 - A brand becomes stronger when you ...

THE 22 IMMUTABLE LAWS OF BRANDING

The Law of Expansion : The power of brand is inversely proportional to its scope. The emphasis in most companies is on the short term. Line extension, mega branding, variable pricing and a host of other sophisticated marketing techniques are being used to milk brands rather than build them.

19. The Law of Consistency. A brand is not built overnight. Success is measured in decades, not years.
20. The Law of Change. Brands can be changed, but only infrequently and only very carefully. You may change your brand if:...
21. The Law of Mortality. No brand will live forever. Euthanasia is ...