

# Branding

## A Reading List

*Compiled by Chris Olson, Chris Olson & Associates  
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As a marketing consultant I maintain a personal library of materials and bookmarks devoted to marketing topics. This Reading List details some of the books, articles, papers and web sites in my branding collection which I find to be informative and useful. The list is not meant to be comprehensive. I share this list with colleagues who are interested in learning about branding while we plan marketing endeavors for their libraries and information services. You are invited to peruse and use whatever you find of interest.

Chris Olson

### Books

Some of my books are bursting with sticky notes marking passages, diagrams, quotes and points I don't want to lose. Here are a few titles I find myself perusing again and again.

**Managing Brand Equity: Capitalizing on the Value of a Brand Name;** David A. Aaker; The Free Press, 1991. I refer to this book time and time again. A classic!

**Building Strong Brands;** David A. Aaker; The Free Press, 1996. Expands on many points from his earlier *Managing Brand Equity*. A classic!

**Marketing Corporate Image: The Company as Your Number One Product;** James R. Gregory; NTC Business Books, 1991. This is the book which reintroduced CEOs to the concept of the image brand.

**Leveraging the Corporate Brand;** James R. Gregory; NTC Business Books, 1997. A quick read and good overview of branding strategies with examples.

**Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity;** Jean-Noel Kapferer; The Free Press, 1992. This is not a light read and my book is packed with sticky notes.

**4-D Branding: Cracking the Corporate Code of the Network Economy;** Thomas Gad; Prentice Hall, 2001. The author provides a new perspective on branding and methodically lays out the case and approach for his own 4-D branding strategies. Thought-provoking.

**Strategic Brand Management and Best Practice In Branding Cases;** Kevin Lane Keller; 2nd edition; Pearson Education, 2002. This textbook is a comprehensive treatment of building and managing brands. Provides tactical guidelines for planning, building, measuring, and managing brand equity. For the serious brand manager.

**Brand Leadership Concept Suite.** If you don't have the time to read all the books, this may be a viable alternative, depending on what you already know and need to know. The Concept Suite on branding provides 18 pages of excerpts from 12 branding books. Go to <http://tinyurl.com/68zi> or visit <http://www.meansbusiness.com> and explore the topic of branding in their Concept Suites or Concept Book Summaries service.

**United We Brand: How to Create a Cohesive Brand That's Seen, Heard and Remembered;** Mike Moser; Harvard Business School Press, February 13, 2003 (On the HBS web site: \$27.50 (<http://harvardbusinessonline.hbsp.harvard.edu>) After April 4th, buy it on Amazon for \$19.25. Looks like a good one to pick up.

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### Articles & Papers

While books by marketing practitioners such as Kotler and Aaker can provide a solid grounding in marketing and branding, it's the academic author who pushes the envelope and provides insights based on their research endeavors. Here are a few articles from my files which I think expand on basic branding concepts.

***The Brand Report Card*** by Kevin Lane Keller. **Harvard Business Review**, January-February, 2000. Reprint # R00104. Lists 10 common attributes of strong brands.

***Brand Architecture: Building Brand Portfolio Value*** by Michael Petromilli, Dan Morrison, and Michael Million. **Strategy & Leadership**, Volume 30, Number 5, 2002. Available at <http://www.prophet.com/knowledge/articles/>.

The authors discuss brand portfolio organization and management.

***The Power of the Brand*** by Scott M. Davis. **Strategy & Leadership**, Volume 28, Number 4, 2000. Available at <http://www.prophet.com/knowledge/articles/archive1.htm>. This article outlines the steps that companies need to take to craft a customer model and differentiate their brands in an increasingly cluttered marketplace.

***Branding of Nonprofit Organizations: A Potential Solution in a Competitive Market*** by Hyojin Kim, 2001. Available at [http://www.ciadvertising.org/student\\_account/fall\\_01/adv392/hyojin/FinalPaper/](http://www.ciadvertising.org/student_account/fall_01/adv392/hyojin/FinalPaper/). Written in the style of a traditional academic research project, the author pulls together an impressive number of resources and compiles the major points. If you can handle all the in-text references, this is a good overview of the literature with additional insights from the author.

***Creating and Managing Brand Experience on the Internet*** by Bernd Schmitt. **Design Management Institute Journal**, Fall 2000. Available at [http://www.dmi.org/dmi/html/conference/europe03/sp\\_schmitt.htm](http://www.dmi.org/dmi/html/conference/europe03/sp_schmitt.htm). Schmitt analyzes the issues that contribute to an effective digital branding strategy, outlining how a web site that is well designed can be a powerful asset to the corporate brand.

***What Great Brands Do*** by Alan M. Webber. **Fast Company**, Issue 10, page 96 (August 1997). Available at <http://fastcompany.com/online/10/index.html>. Interview with Scott Bedbury who shares his eight brand-building principles.

***Building A Strong Brand: Brand and Branding Basics*** by Dave Dolak. 2001 A white paper available on his web site <http://www.davedolak.com/whitepapers/dolak4.htm>. A 4 page overview of branding which highlights the essentials.

***See Your Brands Through Your Customers' Eyes*** by Chris Lederer and Sam Hill. **Harvard Business Review**, June 2001. Reprint # R0106J. Presents a three-dimensional approach to mapping brand portfolios.

***Three Questions You Need to Ask About Your Brand*** by Kevin Lane Keller, Brian Sternthal, Alice Tybout. **Harvard Business Review**, September 2002. Reprint # R0209F. Discusses brand positioning.

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### Web Sites

A search on the internet will turn up hundreds of web sites devoted to branding and all aspects of it. Many sites hawk the latest and greatest branding strategies sure to work, if you just pay the \$49.95 for the book/tape/seminar. Other sites are gold mines of insights and practical knowledge. Here are a few of my favorites.

[http://www.brandchannel.com/education\\_glossary.asp#A](http://www.brandchannel.com/education_glossary.asp#A).

Brand Glossary. A list of common branding terms and their definitions.

<http://www.prophet.com/knowledge>

This is the web site for Prophet, a branding company. Their Knowledge Center is filled with articles, book references, and white papers on all aspects of branding. Many are written by Prophet's director, Scott Davis, the author of **Brand Asset Management**. David Aaker has recently joined the firm as a consultant.

<http://www.brandweek.com>

**Brandweek** (both print and electronic) provides information and insights into America's top brands and marketing executives. Special emphasis is placed on breakthrough campaigns and new advertising/promotional spending – locally, nationally and globally. This is an industry "rag" for ad agency information collections.

<http://www.fastcompany.com>

You never know what you're going to find on the Fast Company web site. Branding is a frequent topic and most of the big names in branding and marketing show up on the pages eventually. Sign up for their free e-mail newsletter, FastTake.

<http://www.brandchannel.com>

Billed as the "world's only online exchange about branding" this web site is produced by Interbrand, a branding consultancy. Brandchannel offers plenty

of papers on all aspects of branding. All free, albeit many are thinly veiled promotions for branding consultants. They also have a free weekly e-mail alert service.

<http://tinyurl.com/657q> (**McKinsey Quarterly** section on marketing/branding articles)

**McKinsey Quarterly** carries articles on branding. Paying subscribers get access to all their articles, including an entire section devoted to marketing/branding topics.

<http://www.dmi.org>

The Design Management Institute includes among its topic areas the design and management of visual brand components. The web site offers a discussion forum on the design aspects of branding and the Institute's Journal usually includes articles on branding programs, branding design challenges and related brand topics. This is a good site to monitor from the perspective of brand design. Articles and a free e-bulletin are available.

<http://www.marketingprofs.com>

An excellent web site which covers all aspects of marketing. To quote from their description they provide "...strategic and tactical marketing know-how to Internet and offline marketing professionals through a combination of provocative articles and commentary. Drawing on both the cutting edge marketing know-how of a broad array of analysts, marketing professionals, and professors who can bridge the gap between cutting-edge theory and business practice..." Offers a free e-newsletter. Bookmark this site!

<http://www.tompeters.com>

Leave it to Tom to take advantage of the web—including the sale of short e-booklets. The Heart of Branding is one such booklet. Nineteen pages of a typographer's nightmare. It's got good points if you can handle the typefaces. Fans of Tom should click on "Join the Fray" at the top right of the home page to receive the monthly **Tom Peters Times**.

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### <http://www.marketingpower.com>

This is the web site of the American Marketing Association. Although most resources are for members, a quick search on branding will yield some good, free resources, including a 4 page overview of branding at [http://www.marketingpower.com/live/content.php?Item\\_ID=1003](http://www.marketingpower.com/live/content.php?Item_ID=1003)

### <http://www.marketingsherpa.com>

Although many of the resources on this site carry a price tag, it does offer brief “how-we-did-it” stories devoted to a range of marketing topics. If thinking outside of the box is one of your talents, then this site may give you ideas and insights for adapting to an information service brand. Offers a free e-newsletter.

### [http://www.managementfirst.com/articles/brand\\_articles.htm](http://www.managementfirst.com/articles/brand_articles.htm)

The international publisher of management journals, Emerald, provides internet access to its database of abstracts and reviews at <http://www.emeraldinsight.com>. The database contains a sizeable collection of marketing articles. ManagementFirst is Emerald’s management community where you will find discussions and resources, including free sample articles and subject-oriented bundles such as Learning Curves. There’s a Learning Curve package on “Building A Brand.” When you become a member of ManagementFirst (free), you can select a free article to download.

### <http://www.ssrn.com/mkt/index.html>

The Social Science Research Network (SSRN) has a section on marketing topics. This is a good site to monitor for emerging research results, ideas and trends in brand topic areas. Working papers are available from their Electronic Paper Collection.

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