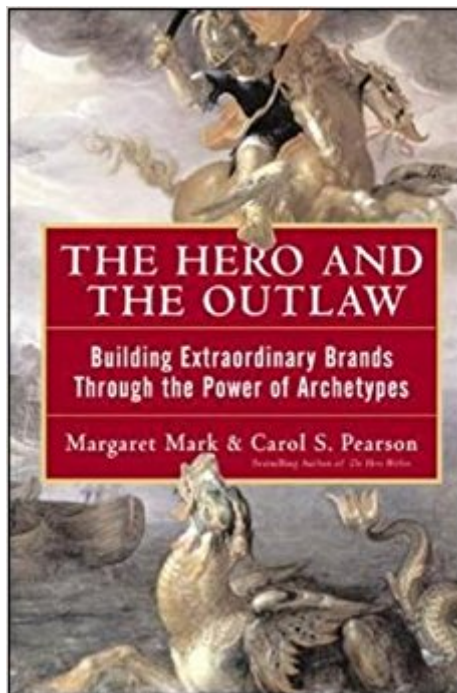




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The Hero And The Outlaw: Building Extraordinary Brands Through The Power Of Archetypes



Synopsis

A brand's meaning • how it resonates in the public heart and mind • is a company's most valuable competitive advantage. Yet, few companies really know how brand meaning works, how to manage it, and how to use brand meaning strategically. Written by best-selling author Carol S. Pearson (The Hero Within) and branding guru Margaret Mark, this groundbreaking book provides the illusive and compelling answer. Using studies drawn from the experiences of Nike, Marlboro, Ivory and other powerhouse brands, the authors show that the most successful brands are those that most effectively correspond to fundamental patterns in the unconscious mind known as archetypes. The book provides tools and strategies to:

- Implement a proven system for identifying the most appropriate and leverageable archetypes for any company and/or brand
- Harness the power of the archetype to align corporate strategy to sustain competitive advantage

Book Information

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Customer Reviews

Pearson is the president of the Center for Archetypal Studies and Applications and the author of The Hero Within: Six Archetypes We Live By (1998) and a coauthor of Magic at Work: Camelot, Creative Leadership, and Everyday Miracles (1995). Mark is a consultant specializing in business strategy and brand management. Pearson's work is based on Jungian psychology, which holds that archetypes are forms or images of a collective nature, which occur not only as myths but also as individual products of the unconscious. Using examples from advertising and marketing and consumer, popular, and organizational culture, she and Mark show that successful brands draw on

responses to such archetypes as the hero, outlaw, lover, sage, magician, creator, and innocent, and that these responses cross lifestyle and cultural boundaries. They examine ways to determine which archetypal meaning is best for one's brand and provide a model for doing so. David Rouse

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Using examples from advertising and marketing and consumer, popular, and organizational culture, Pearson and Mark show that successful brands draw on responses to such archetypes as the hero, outlaw, lover, sage, magician, creator, and innocent, and that these responses cross lifestyle and cultural boundaries.

Own a small business? Own a large business? Work in an Art Department? THIS IS A MUST READ FOR ANYONE WHO WORKS ON A BRAND. Creating a brand archetype is a necessity. Don't know what I'm talking about? Then read this book, along with Designing Brand Identity by Alina Wheeler, and you will quickly learn what I'm talking about. It's a must!!!!

The basic book to understand Archetypes.

I thought this was a terrific book that laid out what storytelling is all about along with how it works. At the root, was an in depth review of brands, archetypes, and the importance of having a clear story to tell that is in sync with what your brand represents. Great read!

A great book for anyone interested Brand Strategy for any type of business. A must read!

This book will give you the tools to create the strongest brands imaginable. It explains why the big brands out there are so super-successful and why the ones that fail do so. It's because of the archetypes they are embodying. This book's insights have completely changed how I go about my business. Now I ask myself seemingly crazy questions like "Would a knight do this?" and it makes all the difference. See you at the top!

As a professional in a field seeking recognition, I found this book an informative read. There is a wealth of information contained. The materials have provided much for me to ponder as I move forward with my private practice. The only weakness I found was the limited guidance on identifying the archetype of one's business within the framework of the archetype of the profession/product.

Yet, I still highly recommend this book to others!

This book delivers on its promise to explain branding concepts, identify the different branding archetypes, and suggest paths for developing your specific brand. Easy to read with just the right balance of validating research and case studies. This book can help you identify your own personal brand as well as your company's archetype.

Interesting

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