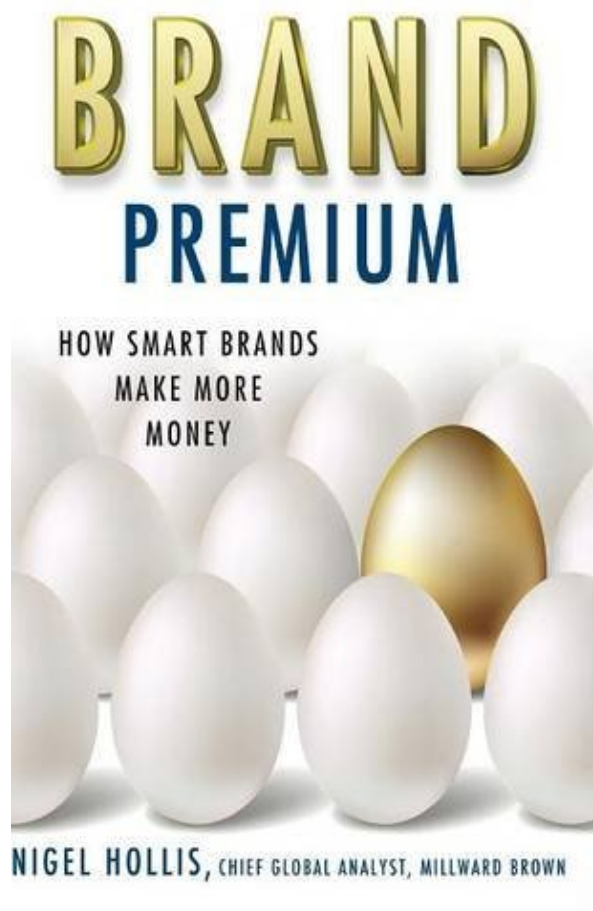


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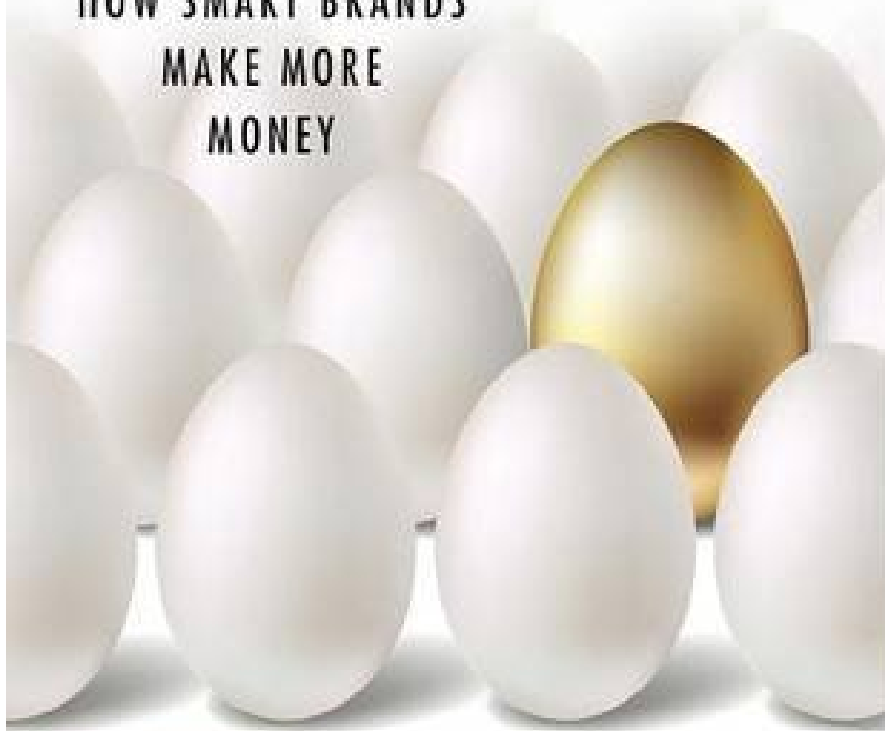


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NIGEL HOLLIS, CHIEF GLOBAL ANALYST, MILLWARD BROWN

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Review

"With Brand Premium, Nigel Hollis applies his perceptive skills to one of the most important marketing problems around - how brands make money! Practical, insightful, and grounded in the success factors for today and tomorrow, Brand Premium will help marketers and analysts understand how brands can thrive and succeed financially." - Kevin Lane Keller, Tuck School of Business, Dartmouth College, USA

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About the Author

Nigel Hollis is executive vice president and chief global analyst at Millward Brown. Nigel brings 30 years of research experience to bear on his understanding of how marketing communications can build and maintain brands. Nigel has worked with clients in many different industries and countries, and has been instrumental in developing some of Millward Brown's most successful research solutions. He has a popular brand blog called Straight Talk with Nigel Hollis. A four-time winner of WPP's Atticus Award. He lives in Vermont.

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Why a meaningful, different, salient brand is key to unlocking financial value growth in today's hypercompetitive marketplace

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4 of 4 people found the following review helpful.

Gems make it worth it. Downfalls take away 2 stars.

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This book has some insanely rich nuggets but it has two major downfalls.

First, it needs some organization. The author frequently reiterates points in chapters that were previously stated (not always a bad thing) but each of the first 4 chapters seem to include the same information just ordered differently than the chapter before it. That's probably a bit unfair because each chapter does expand a little bit but each chapter by itself is a bit hard to follow.

Second, it tries to tackle too much. The majority of the book is on branding and specifically, on building a meaningfully different brand. THIS is worth the read. The other part of the book tries to tackle "Activation" which are general marketing push activities. If you are new(er) to marketing this section is worth it as well but for someone that already understands market penetration and promotional strategies you don't really need to read the activation section.

Those two points aside - it is very clear that this author understands what it takes to build a brand and you can learn a lot from it. I certainly did and I am marketing executive for one of the fastest growing companies in the world.

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