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# Building Better Brands: A Comprehensive Guide To Brand Strategy And Identity Development



## **Synopsis**

Building Better Brands is the essential guide to creating and evolving brands. Leveraging three decades of brand consulting for legendary companies like Caterpillar, Harley-Davidson, 3M, Owens-Illinois, National Australia Bank, and American Express, as well as middle-market and new-media startups, Scott Lerman shares the processes and frameworks needed to build great brands. This book is for you if you're a CEO seeking to enhance your knowledge of the branding process, a marketing/communications specialist who wants to take a leadership role in advancing an organization's brand, a brand consultant who is striving to sharpen and extend your skills, or a student who wants to jump-start a career in branding. Whatever its starting point--market leader or struggling competitor--any organization that follows this step-by-step guide will end up with a better brand.

## **Book Information**

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## **Customer Reviews**

I'm always suspicious when I see ALL five star reviews for a book. Well written reviews too - drooling all over the book. It's good to have friends I suppose. My first impression scanning this book is that it feels, looks and reads just like a college freshman textbook with lots of redundant material and white space. More than the loose ChartPak marker drawings that really got on my nerves, Scott said that he did not want to showcase the brands he helped improve, create and grow in the book, but that's exactly what would have made this book much much better value in my opinion. Scott gave plenty of process models, repeating them on every page almost, I got it already

- it's a progression, but could have included more real life usages of the models. There are a few, but not nearly enough. The brand client interviews were trite and obviously massaged/managed. 200 pages...100 of them were not needed, and could have been replaced with real life case histories. Oh, I understand companies don't want to share that kind of information, but we all would still like to read how well ALL client employees worked together in harmony to achieve the "three" word list. This book is obviously the pulpy short version (with plenty of holes) of the larger client projected presentation. Bottom line; would I recommend buying this book? At a very discount price, but not at the jacket price of 39.99, because half the book isn't saying much.

Scott Lerman encapsulates a holistic way to shape a brand. Because brands are complex, using an organized process can tease out the dimensions that truly create powerful brands in the marketplace. Rather than being a logo design beauty contest, developing profound brand strategy as the foundation of communications and behaviors is the way strong, leadership brands are created. Every brander should read this text.

I'm also suspicious of all the 5 star ratings like some of the other reviewers. This book was a huge disappointment. It's excessively noisy, superficial and over designed. The overall look and feel reminds me of bad powerpoint presentations from the 90's. The book is hard to follow. The visual elements are distracting. Interviews are boring and seem staged. There's random gems of inspiration strewn throughout, but it's not worth your time digging for them. The square format of the book is also a problem. It makes holding the book an awkward chore. If you actually care about identity and branding, go straight to *The Brand Gap* and *Zag* by Marty Neumeier. The books are brilliant. They are easy to read and compact a lot of valuable information into a small package. I would give this book 1 star, but I want people to take my review seriously, not just as an angry outlier.

The book is printed on high quality paper and has an attractive glossy cover (thus one star). I purchased the book new from mainly out of interest in great brands and what made them great, but also to help me to improve my own brand. Reading it, I found a lack of substance and critical analysis which undermine its promise as a guide to a "better brand." The guide is often of the style "make a list" or "find clear place to work," or "go for the most bang for the buck." At one point the book notes skepticism of branding as a "soft" discipline but then delivers content that looks and reads like a free pamphlet. Many pages have only a few words or a few sentences, others have

irrelevant illustrations (sometimes pleasant). Many images of post-it notes. It is condescending or meant to be? Not sure. Vague often shallow suggestions are mixed with anecdotal examples that don't clearly support any "ideas" or guiding principles. I agree with another reviewer who found the many 5 star reviews a bit suspicious.

Before buying this book I heard Scott Lerman's podcast on "Design Matters with Debbie Millman" and from there on, I was completely sold. Not only has Scott Lerman risen from humble beginnings i.e. starting as paste-up artist but he went on to rise to the top in some of the better known names in the world of brand agencies. With the kind of experience he has gathered over the years, he is not one for keeping it to himself. The book really is priceless for people who want to know more about the process with out the jargons and a step by step approach to brand development.

Scott Lerman has one of the most brilliant minds in the world of branding. His clarity, drive and constant search for understanding and innovation ensure the creation of unique brands for his clients. They are born based on their particular reality, vision and needs. This book is perfect for anyone interested in clearly understanding the process involved in the creation of a strong brand. His methodology is the result of years of experience in the "real world". It's a not a textbook of unpractical theory; it's a book that challenges you and gives you the tools to make things happen "whatever the limits and opportunities available" in the majority of companies. This book is obligatory reading for any client and consultant involved in the process of the creation of a new brand or corporate identity. "Juan-Carlos Fernandez

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