



A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century

Scott Bedbury, Stephen Fenichell

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What does it really take to succeed in business today? In **A New Brand World**, Scott Bedbury, who helped make Nike and Starbucks two of the most successful brands of recent years, explains this often mysterious process by setting out the principles that helped these companies become leaders in their respective industries. With illuminating anecdotes from his own in-the-trenches experiences and dozens of case studies of other winning—and failed—branding efforts (including Harley-Davidson, Guinness, The Gap, and Disney), Bedbury offers practical, battle-tested advice for keeping any business at the top of its game.

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