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Bedbury proposes eight principles for 'A new brand world'. Principle 1: Relying on Brand Awareness has Become Marketing Fool's Gold Brand awareness and recognition have lost their significance in the changed business environment.

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Title: A New Brand World: Eight Principles For Achieving Brand Leadership In The Twenty-first Century Format: Paperback Product dimensions: 240 pages, 8.4 X 5.5 X 0.52 in Shipping dimensions: 240 pages, 8.4 X 5.5 X 0.52 in Published: February 25, 2003 Publisher: Penguin Publishing Group Language: English

A New Brand World: Eight Principles For Achieving Brand ...

Written at the turn of the century, its eight principles have proven to be ageless, timeless and entertaining, with inside-the-trenches views inside Nike and Starbucks during the leaps to hyperspace in the '80s and '90s. "A New Brand World gives you the inside story of Nike, Starbucks, and other top brands with sharp commentary and analysis.

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Principle #8 - Great brands are distinguished by relevance, simplicity and humanity - not technology.Page 8 To build a brand, stick to the basics. Great and enduring brands are simple, highly relevant and wa rm. New technology may provide some additional tools with new capabilities, but building an enduring brand will

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