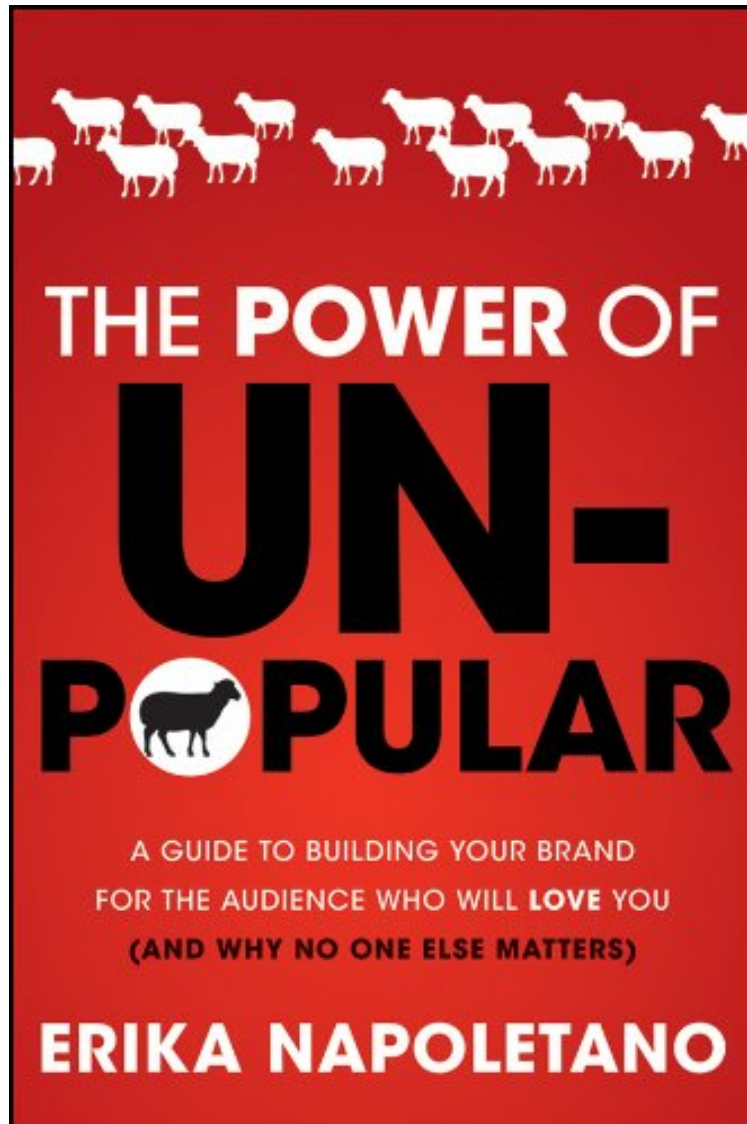


[Download pdf ebook] The Power of Unpopular: A Guide to Building Your Brand for the Audience Who Will Love You (and why no one else matters)

The Power of Unpopular: A Guide to Building Your Brand for the Audience Who Will Love You (and why no one else matters)

Erika Napoletano

*ePub | *DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#626637 in eBooks 2012-02-21 2012-02-21 File Name: B007DIAFP2 | File size: 71.Mb

Erika Napoletano : The Power of Unpopular: A Guide to Building Your Brand for the Audience Who Will Love You (and why no one else matters) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Power of Unpopular: A Guide to Building Your Brand for the Audience Who Will Love You (and why no one else matters):

0 of 0 people found the following review helpful. Good but not revolutionary By Gisela Hausmann I read about "The

Power of UNPOPULAR" in a blog. No doubt it's a good book, however, the book does not contain as much "new" information as the mentioned blog made me believe. The book merely sorts many known business strategies into the system of "UNPOPULAR," meaning "FOCUS ON YOUR SPECIFIC AUDIENCE" and grow with them. There were things about this book I didn't like, for instance - Please don't present 'Harry Potter' as an example for 'The Ultimate Unpopular Brand' as in 'It's not popular to follow your gut.' Like author Erica Napoletano I too never read 'Harry Potter' even though my kids were young teenagers at the time. I read nonfiction (like this book) and I don't care about any wizards in any imaginary worlds; I also didn't read Lord of the Rings' or any other fantasy books. The simple truth is that Harry Potter was extremely popular because after having worked their way through the Hardy Boys's stories, Nancy Drew's stories and Lemony Snicket's, children were ready for a "new kind of hero." The fact that wizard stories had been ranked as "off-topic"-stories by people who considered religious groups' considerations was irrelevant. Kids wanted a new kind of hero. The End! I am never impressed when authors quote 'Harry Potter' or '50 Shades' as examples for any theories. These are off-the-charts phenomena that should be quoted as examples for anything. The book's strong suits are examples of popular businesses (e.g. surveymonkey.com, gitcheckit.com, getsatisfaction.com, etc...) I was specifically impressed with "Celebrity Ducks", Craig Wolfe on Entrepreneurship, his quack of a business concept. The particular example starts out with Craig Wolfe having an entrepreneur thought, "Who would/could buy hand-drawn animation of Mickey Mouse?" - That's exactly the thought many entrepreneurs have at the beginning of their careers, hence it is an illustrative example for readers. Napoletano takes the reader step by step through Craig Wolfe's business story, ending on "Takeaway tips for any business." Extremely useful! I was also impressed with her elaborations "You're still a local business." It seems to me that this thought might have gotten lost with the development of eCommerce stores. All in all a good book. If you are a frequent reader of business books you will have heard quite a bit of the content in other contexts but appreciate Napoletano's perspective. Gisela Hausmann, author blogger 0 of 0 people found the following review helpful. Interesting reading, but best for entrepreneurs and managers in competitive fields. By Aisling D. I bought this book and enjoyed skimming it. It's probably a better book for entrepreneurs, managers, and others who work in business fields where an MBA is useful. However, as someone in a creative career, many of the insights didn't apply to what I do. Despite that, I'm glad I read (or at least skimmed) this book. Along the way, I picked up several useful tips. Also, I found many of the concepts affirming. If you have a mind for business, this is probably vital reading. It's the kind of book you'll use, apply, and even quote at meetings. 0 of 0 people found the following review helpful. Bold and unapologetically in your face describes both the book ... By wanderingliz Bold and unapologetically in your face describes both the book and its author, Erika Napoletano. Her wit and wisdom shine from the pages, and I defy you to get through a read without at least one giggle-snort. Totally worth it.

Every successful brand in history is inherently unpopular with a specific demographic. Somewhere along the way, people felt they had to be popular in order to be successful, when in fact, the opposite is true. The brands playing in the space you want to dominate have already figured out the inherent power of being unpopular. In *The Power of Unpopular*, you'll discover the difference between flash-in-the-pan brand tactics and those designed to place you miles above the competition. **Brand Personality: What's yours?** Explore the importance of taking a stand and why brands become road kill without a distinct personality. **Community: It's the number one thing that unpopular brands have figured out** learn how to build yours. **Brand Advocacy: It knows no scale and your fans don't care how big you are.** A guide for businesses on the proper care and feeding of their biggest asset. Erika Napoletano's irreverent yet never insincere tone takes readers on a colloquial and actionable journey, producing concepts that readers can immediately graft onto their existing business strategies. Complete with case studies of businesses from across the country, this is the book that couples theory with practice, creating pathways for business owners of any size and age. Change the way you do business and live your life; become unpopular.