

Primal Branding: Create Zealots For Your Brand, Your Company, And Your Future

Do you want more free book summaries like this? Download our app for free at https://www.QuickRead.com/App and get access to hundreds of free book and audiobook summaries. Learn how to build a product or service into a World-Class Brand. Imagine walking into a pharmacy in search of a new shampoo. As you browse the shelves, you ’ re met with countless options. How do you know which one to choose? In today ’ s world, we are bombarded with products and it ’ s becoming increasingly harder to create a product that stands out on the shelves. Now, thanks to marketing gurus Al and Laura Ries, you can learn about the success of some of the biggest brands in the world, including Rolex, Volvo, and Coca-Cola. With step-by-step guides on how to stand out, the key to building a successful business is in the branding. As you read, you ’ ll learn about The 22 Immutables Laws of Branding used by some of the most successful companies in the world. Learn everything including how to choose a company name, how to design an effective logo, and even how brands make critical errors that only diffuse their power and quality.

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.

With the growing body of knowledge on branding, there are now more facets of branding that brand custodians need to know than ever before. A unique compilation of branding experts, The Definitive Book of Branding addresses the needs of branding professionals across the world. The book walks the reader through the different ways in which brands drive the company ’ s strategy, bring meaning to employees, instill passion in consumers, and maintain their appeal over time and across countries. It does not look only at the marketing aspect of brands but also at the organizational aspects of branding, which provides a holistic approach to the subject.

A revised new edition of the bestselling toolkit for creating, building, and maintaining a strong Brand From research and analysis through brand strategy, design development through application design, and identity standards through launch and governance, Designing Brand Identity, Fourth Edition offers brand managers, marketers, and designers a proven, universal five-phase process for creating and implementing effective brand identity. Enriched by new case studies showcasing successful world-class brands, this Fourth Edition brings readers up to date with a detailed look at the latest trends in branding, including social networks, mobile devices, global markets, apps, video, and virtual brands. Features more than 30 all-new case studies showing best practices and world-class Updated to include more than 35 percent new material Offers a proven, universal five-phase process and methodology for creating and implementing effective brand identity The Definitive Book of Branding

We need you to lead us
Learning Leadership from Indian Prime Ministers
An Essential Guide for the Whole Branding Team
Organizational Communication
Create Raving Fans and Zealots For Your Brand

No more 9-to-5. No boss. Work whenever and wherever you want on interesting projects with great clients. Make lots of money! "Freelancing will be fun," they said. Once you figure it out, sure. You can make lots of money, travel the world, and work on your terms. Problem is, it's a crowded, noisy, competitive freelancing world. If it seems to be a freelancer of some kind, you're not off. It's the Wild West all over again, and there's no straight-shooting guidebook to help you figure it all out. Until now. The Freelancer Manifesto will show you a new way to stand out and thrive. You'll find out how to: Stay ahead of the curve, and the mass of freelancers unwittingly doing the opposite. Find your niche, specialty or location. Scale your business, whether you're just starting out or an experienced pro. The Freelancer Manifesto gives you a different way of operating in today's marketplace. Take it, use it, stand out, and prosper.

Develop and harness a powerful, sustainable word-of-mouth movement How did the 360-year-old scissor company, Fiskars, double its profit by realizing its customers had already formed a community of avid scrapbookers? How is Best Buy planning to dominate the musical instruments market? By understanding the Branding process and stepping away from the old-school marketing "campaign" mentality. Brains on Fire offers original, practical and actionable steps for creating a word-of-mouth movement for corporations, products, services, and organizations. It takes you step-by-step through the necessary actions needed to start your own authentic movement. Development of-mouth movement Describes 10 lessons to master and create a powerful, sustainable movement The Brains on Fire blog is often ranked in the top 100 of AdAge's Power 150 Marketing Blogs

This volume includes the full proceedings from the 2016 Academy of Marketing Science (AMS) Annual Conference held in Orlando, Florida, entitled Creating Marketing Magic and Innovative Future Marketing Trends. The marketing environment continues to be dynamic. As a result, researchers need to adapt to the ever-changing scene. Several influential roles in changing consumer lifestyles and business practices. Key factors among these include the increasing use of technology and automation, while juxtaposed by nostalgia and "back to the roots" marketing trends. At the same time, though, as marketing scholars, we are able to access emerging technology with greater ease, and we draw closer, often, and respond more, to moment.

The papers presented in this volume aim to address these issues by providing the most current research from various areas of marketing research, such as consumer behavior, marketing strategy, marketing theory, services marketing, advertising, branding, and many more. Founded in 1971, the Academy of Marketing Science is an international organization that has been instrumental in the development of the field. The Academy's timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which includes ten volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Global usage of the World Wide Web continues to increase exponentially, yet many corporate Web sites are misperceived by non-English-speaking audiences. Diverse communities of global consumers purchase products on the World Wide Web based on a positive image of the product as reflected in the Web site content, which includes text, graphics, and audio. Web site leaders may not have an awareness of the common elements present in successful global Web sites as comprehended by different cultures. This qualitative, phenomenological data analysis used a Web-based survey to explore the perceptions and feelings of a purposive sample of participants regarding the content of global World Wide Web sites. The study explored the perceptions and feelings regarding global Web sites. The following five themes emerged from the research results regarding consumer perceptions of global Web sites: (a) product, (b) information, (c) people, (d) simplicity, (e) and brands. Information gleaned by this study re: Web site content and design can be incorporated into a comprehensive global marketing campaign that can be used by leaders to expand business internationally.

Religions as Brands
Exploring Texts, Contexts, and Significance
Legitimacy and Inequality in DIY Urbanism
The 22 Immutable Laws of Branding by Al Ries and Laura Ries (Summary)
Becoming an Ordinary Mystic

You Call Me Out Upon the Waters
Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference
Do you ever feel like you are walking in spiritual circles? While we might think it would be different for a Franciscan priest, Father Albert Haase shares the same struggles. Yet he also affirms that we are all called to be ordinary mystics. This book offers a daily path to help us learn to be a mystic—cultivating a life with God in which we draw close, often, and respond more, to moment.

Learn How to Create Raving Fans and Zealots For Your Brand! Why do some brands succeed beyond all reasonable expectation, while other brands that are just as good or even better wind up failing within a few months? How is it that an Oprah becomes an icon, while dozens of other talk show hosts quickly fall into oblivion? Why does Nike inspire such loyalty, while other brands of shoes struggle for market share? Imagine if your product inspired the same level of loyalty that Apple, Disney and Starbucks receive from their customers. Now imagine you can actually engineer that loyalty right into your brand – it makes your head spin a bit, doesn't it?

We know that the earliest Christians sang hymns. But are some of these early Christian hymns preserved for us in the New Testament? Matthew Gordley takes a new look at didactic hymns in the Greco-Roman and Jewish world of the early church, considering how they might function in the New Testament and what they could tell us about early Christian worship. Identifies seven components that can enable companies to brand effectively for greater market shares, citing the examples of such top companies as Starbucks, Apple, and Nike to reveal the commonalities of successful brands. 40,000 first printing.

How to Stand Out in a 3-Second World
Narcissus or Machiavelli?
Bull's-Eye! The Ultimate How-To Marketing and Sales Guide for CPAs
Third Edition
Faith in the Shadows
How Anyone Can Unlock the Algorithm to Drive Views, Build an Audience, and Grow Revenue
Heir of Fire

When cash-strapped local governments fail to provide adequate services, and planning policies prioritize economic development over community needs, how do concerned citizens respond? In The Help-Yourself City, Gordon Douglas looks closely at the people who take urban planning into their ownhands, dubbed "do-it-yourself urban design." Through in-depth interviews with do-it-yourselfers, professional planners, and community members, as well as participant observation, photography, media, and policy analysis, Douglas demonstrates that many do-it-yourselfers employ professional techniquesand expertise to enable and inspire their actions. He argues that many unauthorized interventions are created from a position of privilege, where legal repercussions are unlikely, while people from disadvantaged communities where improvements may be most needed face disincentives to taking suchactions themselves.Presenting a needed social analysis of this growing trend, while connecting it to debates on inequality, citizenship, and contemporary urban political economy, The Help-Yourself City tells a street-level story of people's relationships to their surroundings and the individualization of democraticresponsibility.

References to demons and the devil permeate the rhetoric of John Chrysostom, the "golden-tongued" early church preacher and theologian. Samantha Miller examines Chrysostom's theology and world, helping us understand the role of demons in his soteriology and exploring what it means to be human and to follow Christ in a world of temptation.

The experience of modernization -- the dizzying social changes that swept millions of people into the capitalist world -- and modernism in art, literature and architecture are brilliantly integrated in this account.

Based on an innovative blend of Kabbalah and magic, a step-by-step program toward spiritual attainment guides readers through each level of the Golden Dawn system of ritual magic and its corresponding sphere in the Kabbalah Tree of Life. Original. 10,000 first printing.

Seven Principles to Power Extraordinary Results

Brains on Fire
The Freelancer Manifesto Second Edition: 11 Big Ideas to Stand Out and Thrive

Politics of Nature
Eight Principles for Achieving Brand Leadership in the Twenty-First Century
Building Strong Brands

Designing Brand Identity
The third instalment to the global #1 bestselling series. As the King of Adarlan's Assassin, Celaena Sardothien is bound to serve the tyrant who slaughtered her dear friend. But she has vowed to make him pay. The answers Celaena needs to destroy the king lie across the sea Wendlyn. And Chaol, Captain of the King's Guard, has put his future in jeopardy to send her there. Yet as Celaena seeks her destiny in Wendlyn, a new threat is preparing to take to the skies. Will Celaena find the strength not only to win her own battles, but to fight a war that could pit her loyalties to her own people against those she has grown to love? This third novel in the THRONE OF GLASS sequence, from global #1 bestselling author Sarah J. Maas, is packed with more heart-stopping action, devastating drama and swoonsome romance, and introduces some fierce new heroines to love and hate.

Created by one of Japan's most popular artists, this kit provides the instruction and tools needed for illustrating fan and appealing characters and elements that celebrate life. The author's special and distinct style is simple, appealing, happy, and cute and offers artists, crafters, and art enthusiasts - with and without experience - the instruction and inspiration to draw people, characters, animals, flowers, plants and more! This kit is for artists and crafters of all skill levels that want to bring their own illustration to their work. It offers both entertaining and fun drawing instruction and techniques along with inspiring and sweet unique-style characters and elements.

"The Social Code is the much-anticipated sequel to Patrick Hanlon's widely acclaimed book Primal Branding: Create Zealots for Your Brand, Your Company And Your Future. The book illustrates how to design and attract social communities, using underlying principles that have already created great brands, internal cultures, political and social movements, even civil communities. The new mission is to create a fan community that becomes so passionate about your success, they are willing to create it themselves. You Tube, the largest social engagement platform on the planet, already promotes the principles outlined in The Social Code as their recommended method for designing and attracting online social communities. Using these principles, social brands are more likely to become viral brands. Hanlon defines the "social code" as seven critical elements already familiar to Primal Branding fans--now these elements become important data points for your social narrative in today's digitally-centered environment. Facebook "likes," social media clicks and hashtag counts are meaningless unless they simultaneously build your social code and thereby your community"--Publisher's description.

As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, MANAGING BRAND EQUITY, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building cases from Saturn, General Electric, Kodak, Healthy Choice, McDonald's, and others to demonstrate how strong brands have been created and managed. A common pitfall of brand strategists is to focus on brand attributes. Aaker shows how to break out of the box by considering emotional and self-expressive benefits and by introducing the brand-as-person, brand-as-organisation, and brand-as-symbol perspectives. A second pitfall is to ignore the fact that individual brands are part of a larger system consisting of many intertwined and overlapping brands and subbrands. Aaker shows how to manage the "brand system" to achieve clarity and synergy, to adapt to a changing environment, and to leverage brand assets into new markets and products. As executives in a wide range of industries seek to prevent their products and services from becoming commodities, they are recommitting themselves to brands as a foundation of business strategy. This new work will be essential reading for the battle-ready.

Breakthrough Nonprofit Branding

Tribes

Why You Don't Get What You Want (And What to Do About It).

All that is Solid Melts Into Air

Superfans

Creating Marketing Magic and Innovative Future Marketing Trends

Primalbranding

Organizational Communication: A Critical Approach is the first textbook in the field that is written from a critical perspective while providing a comprehensive survey of theory and research in organizational communication. The text familiarizes students with the field of organizational communication--historically, conceptually, and practically--and challenges them to reconsider their common sense understandings of work and organizations, preparing them for participation in 21st century organizational settings. Linking theory with practice, Mumby skillfully explores the significant role played by organizations and corporations in constructing our identities. The book thus provides important ways for students to critically reflect on their own relationships to work, consumption, and organizations.

At Todoh High School, the students join warring martial arts clubs where they strive to be the baddest team around and one group, the Juken Club, tries to maintain discipline without getting killed.

Do you want to sell more books and reach more readers? Do you want to discover how to build an author career for the long-term as well as spike your book sales right now? If you don't know much about marketing, don't worry. We all start with nothing. I'm Joanna Penn and back in 2009, I had no book sales, no audience, no website, no social media, no podcast, no email list. No nothing. Now I'm a New York Times and USA Today bestselling author of thrillers and non-fiction. My books have sold over 600,000 copies in 162 countries, and I'm an award-winning creative entrepreneur and international speaker, making a multi-six-figure income with my writing. Learning how to market my books and my personal brand changed my life. Yes, you need to write an awesome book, but you also need to know how to get it in front of the right readers. How to Market a Book is for authors who want to sell more books, but it's also for those writers who want to think like an entrepreneur and build a long-term income. It's for traditionally published authors who want to take control of their future, and for self-published authors who want to jump-start a career. There are short-term tactics for those who want to boost immediate sales, but the focus of the book is more about instilling values and marketing principles that will help your long-term career as a writer.

It's also about going beyond just the book, because these methods can take you from being an author into making money from other products, professional speaking, and creating opportunities that you can't even imagine yet. In this completely updated Third Edition, you'll discover: Part 1: Marketing Principles Book marketing myths, how discoverability works, and the polarities of marketing that will determine what you choose to implement Part 2: Your Book Fundamentals Prerequisites for success, how to optimise your book for online sales, categories and keywords, exclusivity, pricing and use of free, box-sets and bundling, and writing series Part 3: No Platform Needed. Short-term Marketing How to get customer reviews and find book bloggers, paid advertising with email blasts, paid advertising with Facebook, Amazon Ads and advertising, algorithm hacking, big data, and production speed Part 4: Your Author Platform. Long-term Marketing Building an author brand, author website, list-building and email marketing, content marketing, blogging, audio and podcasting, video and book trailers, social networking, professional speaking, marketing audiobooks, PR and publicity, TV, radio and traditional media Part 5: Launching Your Book Why launching is different for indie authors, soft launch, launch spikes, post-launch, how to relaunch backlist books. Includes an example book marketing strategy and launch plan checklist.

PrimalbrandingCreate Zealots for Your Brand, Your Company, and Your FutureSimon and Schuster
The Social Code

Hook Point

Illustration School: Let's Draw! (Includes Book and Sketch Pad)

Igniting Powerful, Sustainable, Word of Mouth Movements

Letting Go of the Words

A Kit with Guided Book and Sketch Pad for Drawing Happy People, Cute Animals, and Plants and Small Creatures

New Testament Christological Hymns

A hands-on guide to help your nonprofit build its brand, raise its profile, strengthen impact and develop deeper relationships with donors, volunteers, and other stakeholders. Breakthrough Nonprofit Branding is about the power a constituency-focused, compelling brand can have to revolutionize an organization and the way people view and support it. Shows how to optically define what your organization stands for to differentiate, create value and breakthrough Explains how to build loyal communities inside and outside of your organization to increase social impact Features seven principles for transforming a brand from ordinary trademark to strategic advantage Includes case studies of eleven breakthrough nonprofit brands and transferable ideas and practices that nonprofits of any size, scope or experience can implement Other title by Daw: Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits A practical road map and essential tool for nonprofit leaders, board members, and volunteers, this book reveals the vital principles you need to know to build and manage your organization's most valuable asset – its brand. In today's highly competitive nonprofit world, building a breakthrough brand is no longer a "nice to do," but the new imperative. Jocelyne Daw, a pioneer and leader in building business and community partnerships has over 25 years of nonprofit leadership experience. Carol Cone, named by PR WEEK as the most powerful and visible figure in the world of cause branding, has been linking companies and causes for over 25 years. Imperial Leather chronicles the dangerous liaisons between gender, race and class that shaped British imperialism and its bloody dismantling. Spanning the century between Victorian Britain and the current struggle for power in South Africa, the book takes up the complex relationships between race and sexuality, fetishism and money, gender and violence, domesticity and the imperial market, and the gendering of nationalism within the politics of imperial and anti-imperial power.

"This step-by-step manual helps you design the marketing program that best fits your unique practice and provides helpful business forms to help keep you on target, including staff questionnaires, planning guides, and design services outlines."--BOOK JACKET.

"AICPA PCPS (Private Companies Practices Section)"

Tenjo Tenge

Marketing and Client Relations for Interior Designers

What We Buy and Who We Are

Race, Gender, and Sexuality in the Colonial Contest

Create Zealots for Your Brand, Your Company, and Your Future

Kabbalah, Magic, and the Great Work of Self-transformation

The Hillsong Movement Examined

A major work by one of the more innovative thinkers of our time, Politics of Nature does nothing less than establish the conceptual context for political ecology--transplanting the terms of ecology into more fertile philosophical soil than its proponents have thus far envisioned. Bruno Latour announces his project dramatically: "Political ecology has nothing whatsoever to do with nature, this jumble of Greek philosophy, French Cartesianism and American parks." Nature, he asserts, far from being an obvious domain of reality, is a way of assembling political order without due process. Thus, his book proposes an end to the old dichotomy between nature and society--and the constitution, in its place, of a collective, a community incorporating humans and nonhumans and building on the experiences of the sciences as actually practiced. In a critique of the distinction between fact and value, Latour suggests a redefinition of the type of political philosophy implicated in such a "commonsense" division--which here reveals itself as distinctly uncommonsense and in fact fatal to democracy and to a healthy development of the sciences. Moving beyond the modernist institutions of "mononaturalism" and "multiculturalism," Latour develops the idea of "multinaturalism," a complex collectivity determined not by outside experts claiming absolute reason but by "diplomats" who are flexible and open to experimentation. Table of Contents: Introduction: What Is to Be Done with Political Ecology? 1. Why Political Ecology Has to Let Go of Nature First, Get Out of the Cave Ecological Crisis or Crisis of Objectivity? The End of Nature The Pitfall of "Social Representations" of Nature The Fragile Aid of Comparative Anthropology What Successor for the Bicameral Collective? 2. How to Bring the Collective Together Difficulties in Convoiking the Collective First Division: Learning to Be Circumspect With Spokespersons Second Division: Associations of Humans and Nonhumans Third Division between Humans and Nonhumans: Reality and Recalcitrance A More or Less Articulated Collective The Return to Civil Peace 3. A New Separation of Powers Some Disadvantages of the Concepts of Fact and Value The Power to Take into Account and the Power to Put in Order The Collective's Two Powers of Representation Verifying That the Essential Guarantees Have Been Maintained A New Exteriority 4. Skills for the Collective The Third Nature and the Quarrel between the Two "Eco" Sciences Contribution of the Professions to the Procedures of the Houses The Work of the Houses The Common Dwelling, the Oikos 5. Exploring Common Worlds Time's Two Arrows The Learning Curve The Third Power and the Question of the State The Exercise of Diplomacy War and Peace for the Sciences Conclusion: What Is to Be Done? Political Ecology! Summary of the Argument (for Readers in a Hurry...) Glossary Notes Bibliography Index From the book: What is to be done with political ecology? Nothing. What is to be done? Political ecology! All those who have hoped that the politics of nature would bring about a renewal of public life have asked the first question, while noting the stagnation of the so-called "green" movements. They would like very much to know why so promising an endeavor has so often come to naught. Appearances notwithstanding, everyone is bound to answer the second question the same way. We have no choice: politics does not fall neatly on one side of a divide and nature on the other. From the time the term "politics" was invented, every type of politics has been defined by its relation to nature, whose every feature, property, and function depends on the polemical will to limit, reform, establish, short-circuit, or enlighten public life. As a result, we cannot choose whether to engage in it surreptitiously, by distinguishing between questions of nature and questions of politics, or explicitly, by treating those two sets of questions as a single issue that arises for all collectives. While the ecology movements tell us that nature is rapidly invading politics, we shall have to imagine - most often aligning ourselves with these movements but sometimes against them - what a politics finally freed from the sword of Damocles we call nature might be like.

During the twentieth century, religion has gone on the market place. Churches and religious groups are forced to 'sell god' in order to be attractive to 'religious consumers'. More and more, religions are seen as 'brands' that have to be recognizable to their members and the general public. What does this do to religion? How do religious groups and believers react? What is the consequence for society as a whole? This book brings together some of the best international specialists from marketing, sociology and economics in order to answer these and similar questions. The interdisciplinary book treats new developments in three fields that have hitherto evolved rather independently: the commoditization of religion, the link between religion and consumer behavior, and the economics of religion. By combining and cross-fertilizing these three fields, the book shows just what happens when religions become brands.

"Learn how to have great conversations through your site or app. Meet your business goals while satisfying your site visitors' needs. Learn how to create useful and usable content from the master - Ginny Redish. Ginny's easy-to-read style will teach you how to plan, organize, write, design, and test your content!"--

The Wall Street Journal bestseller! Learn the secrets to getting dramatic results on YouTube Derral Eves has generated over 60 billion views on YouTube and helped 24 channels grow to one million subscribers from zero. In The YouTube Formula: How Anyone Can Unlock the Algorithm to Drive Views, Build an Audience, and Grow Revenue, the owner of the largest YouTube how-to channel provides the secrets to getting the results that every YouTube creator and strategist wants. Eves will reveal what readers can't get anywhere else: the inner workings of the YouTube algorithm that's responsible for determining success on the platform, and how creators can use it to their advantage. Full of actionable advice and concrete strategies, this book teaches readers how to: Launch a channel Create life-changing content Drive rapid view and subscriber growth Build a brand and increase engagement Improve searchability Monetize content and audience Replete with case studies and information from successful YouTube creators, The YouTube Formula is perfect for any creator, entrepreneur, social media strategist, and brand manager who hopes to see real commercial results from their work on the platform.

A Complete Course
Buying In
A New Brand World
Consumer Perceptions of Global Branding and Iconization
Hey, Whipple, Squeeze This
Spirituality for the Rest of Us
A Critical Approach

You've tried everything they told you to do. You pushed, you hustled. Nothing is really wrong, and yet, you're unsatisfied with where you are. You're painfully aware that there's another level you can reach, and think you know what you need to do to get there. The only problem is you're not doing it at least not consistently. It's not your fault. In this fascinating book, Seth Godin argues that now, for the first time, everyone has an opportunity to start a movement. - to bring together a tribe of like-minded people and do amazing things. There are tribes everywhere, all of them hungry for connection, meaning and change. And yet, too many people ignore the opportunity to lead, because there is a tribe of fellow employees, or customers, or investors, or readers, just waiting for you to connect them with each other and lead them where they want to go.

This book is about leadership and its strategies. Drawing on Indian prime ministers since Independence, it traces personality traits and leadership skills that have shaped many futures. It examines a range of leadership profiles to study dominant traits in one of the most demanding leadership roles in the world. The volume focuses on Machiavellianism and narcissism as a framework to policy-personality connections and demagogic tendencies in leaders in politics and in everyday life. Accessible, engaging, and provocative, this book will be essential reading for professionals across industries and corporations. The general reader interested in leadership studies and Indian politics will also find this book useful.

Brands are dead. Advertising no longer works. Consumers are in control. Or so we're told. In Buying In, Rob Walker argues that this accepted wisdom misses a much more important cultural shift, including a practice he calls muketring, in which people create brands of their own and participate, in unprecedented ways, in marketing campaigns for their favorites. Yes, rather than becoming immune to them, we are rapidly embracing brands. Profiling Timberland, Procter and Gamble, Pabst Blue Ribbon, Red Bull, iPod, and Livestrong, among others, Walker demonstrates the ways in which buyers adopt products not just as consumer choices but as conscious expressions of their identities. Part marketing primer, part work of cultural anthropology, Buying In reveals why now, more than ever, we are what we buy--and vice versa.

Imperial Leather
Demons, the Will, and Virtue in Patristic Soteriology
The YouTube Formula
Finding Christ in the Midst of Doubt
Designing Community in the Digital Age
Chrysostom's Devil

The Help-yourself City
People don't abandon faith because they have doubts. People abandon faith because they think they're not allowed to have doubts. Even as a pastor, Austin Fischer has experienced the shadows of doubt and disillusionment. Leaning into perennial questions about Christianity, he shows that doubt is no reason to leave the faith--instead, it's an invitation to a more honest faith. This interdisciplinary volume brings together leading writers and thinkers to provide a critique of a broad range of topics related to Hillsong Church. Hillsong is one of the most influential, visible, and (in some circles) controversial religious organizations/movements of the past thirty years. Although it has received significant attention from both the academy and the popular press, the vast majority of the scholarship lacks the scope and nuance necessary to understand the complexity of the movement, or its implications for the social, cultural, political, spiritual, and religious milieus it inhabits. This volume begins to redress this by filling important gaps in knowledge as well as introducing different audiences to new perspectives. In doing so, it enriches our understanding of one of the most influential Christian organizations of the late 20th and early 21st centuries. Hook Point: How to Stand Out in a 3-Second World, by out of the box thinker Brendan Kane, breaks down the most effective strategies to generate new opportunities, innovate and scale your business, and create a compelling brand--both online and off--so you can thrive in the new micro-attention world in which we live. A lot of people know who they are, what they do, and they even know why they do it--but even when brands or individuals have clarity in these areas, they often struggle to grab a potential audience's attention for long enough to get them to learn about their attributes. Others have amazing products or services that fail to achieve great success because they don't know how to talk about what they do effectively. This is because digital and social media have reshaped our world into one of micro-attention. There are over sixty billion messages shared on digital platforms each day, and the average person is exposed to between four thousand to ten thousand ads a day. This bombardment of stimuli has changed the way we communicate and market content both online and off. In fact, research shows that you have less than three seconds to capture a person's attention. With such a short window of time, we need to hook audiences quickly, efficiently, and consistently if we want to successfully fuel brand awareness and growth. Luckily, Brendan Kane, an out of the box thinker and strategist who's built platforms for celebrities like Taylor Swift and Rhianna, and worked with Fortune 500 companies like Paramount, Viacom, and MTV has mastered the art of standing out. In Hook Point: How to Stand Out in a 3-Second World he reveals the power of hook points--a communication tool that helps marketers package their messages in a succinct, attention-grabbing way that leads to better opportunities both online and off. Whether you're promoting a brand, product, or service this book is the essential

guide for making it in our three-second world.
New Perspectives on the Marketization of Religion and Spirituality
A Guide to Creating Great Advertising
Average Sucks
Writing Web Content that Works
How to Market a Book
The Experience of Modernity