



The Brand Within: The Power of Branding from Birth to the Boardroom (Display of Power Series)

By Daymond John

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According to the U.S. Census Bureau, every day nearly 2,500 people go into business for themselves. Their firms account for 78 percent of U.S. businesses and \$951 billion in receipts. Entrepreneurship is abundant in America, especially in the current economic crisis, but how do these companies stand out from the rest in order to succeed?

The Brand Within by Daymond John, founder and CEO of the revolutionary FUBU clothing line, brand strategist and star of the ABC hit reality show, *Shark Tank*, is the second nonfiction book in the best-selling Display of Power series. *The Brand Within* examines the loyalty of relationships companies seek to establish by attaching celebrities to their brands and the instantaneous impulses consumers exhibit when purchasing a product. Drawing on his cutting-edge experiences in the fashion business, as well as his hard-won insights developed as a sought-after marketing consultant to trendsetters and tastemakers, the author argues that branding relationships have now seeped into every aspect of our lives.

Daymond John is widely recognized as a branding and marketing authority and a sought-after consultant on the ever-changing urban/pop culture marketplace. He describes the evolution of a brand--from its generic inception to its watermark--and offers expert commentary on iconic personal "brands" ranging from Tiger Woods to Muhammad Ali and branding as it pertains to corporations such as Blackberry and UPS, among others.

The Brand Within, co-authored by Daniel Paisner, who is credited with nine *New York Times* bestsellers, is a dynamic roadmap to growing a successful brand.

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Editorial Review

From the Back Cover

The Daymond John "brand" is all about being out in front and going your own way. In The Brand Within, he gets readers thinking about what it means to succeed in business and in life. One thing about Daymond, he takes charge, and in here, he puts his own spin on our consumer culture and challenges us to change things up.

Mark Burnett

Famed Television Show Producer

--

What a treat it is to sit beside Daymond John on Shark Tank! He's full of surprises, but it's no surprise that he's just as smart and funny and cutting-edge in print as he is on the set. This is a book for anyone who wants to rock their own world, the same way Daymond keeps rockin' his-and ours.

Barbara Corcoran

Real Estate Mogul and Bestselling Author

--

AMAZING! The Brand Within is a great read! As I build the 'Kim Kardashian Brand' I understand the importance of aligning myself with those who reflect the same elegance, beauty, fashion, and excellence as I do. Daymond helps you to realize the importance of perception and how you convey it to the world. Building your brand never stops and after reading this book you'll be inspired to keep thriving.

Kim Kardashian

Model, Actress

About the Author

A success story, an industry leader, a young entrepreneur, a man who has reached and surpassed new heights of commercial and financial success, just a fraction of classifications used to describe Daymond John, CEO and founder of multi-million dollar fashion empire FUBU. Daymond possesses the capability, knowledge, insight and approachable demeanor which allow him to successfully achieve any goals set forth before him, as well as nurture others to do the same.

Changing fashion and the face of American business with FUBU was only the beginning. What started initially with unbridled perseverance and a dream of catering to a market otherwise ignored, quickly transformed into a business venture, and eventual enterprise, worthy of the multitude of accolades and awards it has received. Some such prestigious awards: Brandweek Marketer of the Year (1999), Advertising Age Marketing 1000 Award presented to Daymond for outstanding ad campaign (1999), NAACP Entrepreneurs of the Year award (1999), Crain's Business of Forty Under Forty Award presented to Daymond (2002) and Ernst & Young New York Entrepreneur of the Year award (2003).

Users Review

From reader reviews:

Charlotte Maas:

Typically the book *The Brand Within: The Power of Branding from Birth to the Boardroom (Display of Power Series)* has a lot details on it. So when you check out this book you can get a lot of benefit. The book was published by the very famous author. The writer makes some research previous to write this book. This book very easy to read you can find the point easily after looking over this book.

Nancy Mitchell:

The Brand Within: The Power of Branding from Birth to the Boardroom (Display of Power Series) can be one of your basic books that are good idea. Most of us recommend that straight away because this reserve has good vocabulary that will increase your knowledge in vocab, easy to understand, bit entertaining but nevertheless delivering the information. The writer giving his/her effort to place every word into pleasure arrangement in writing *The Brand Within: The Power of Branding from Birth to the Boardroom (Display of Power Series)* yet doesn't forget the main level, giving the reader the hottest as well as based confirm resource information that maybe you can be one of it. This great information can drawn you into brand-new stage of crucial contemplating.

Blanche Watson:

In this particular era which is the greater man or who has ability to do something more are more special than other. Do you want to become among it? It is just simple solution to have that. What you must do is just spending your time little but quite enough to get a look at some books. One of several books in the top collection in your reading list is definitely *The Brand Within: The Power of Branding from Birth to the Boardroom (Display of Power Series)*. This book which is qualified as *The Hungry Hills* can get you closer in growing to be precious person. By looking upward and review this guide you can get many advantages.

Betty Giuliani:

Guide is one of source of know-how. We can add our knowledge from it. Not only for students but native or citizen have to have book to know the revise information of year to year. As we know those textbooks have many advantages. Beside all of us add our knowledge, may also bring us to around the world. With the book *The Brand Within: The Power of Branding from Birth to the Boardroom (Display of Power Series)* we can take more advantage. Don't you to be creative people? For being creative person must want to read a book. Just simply choose the best book that ideal with your aim. Don't become doubt to change your life at this time book *The Brand Within: The Power of Branding from Birth to the Boardroom (Display of Power Series)*. You can more desirable than now.

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