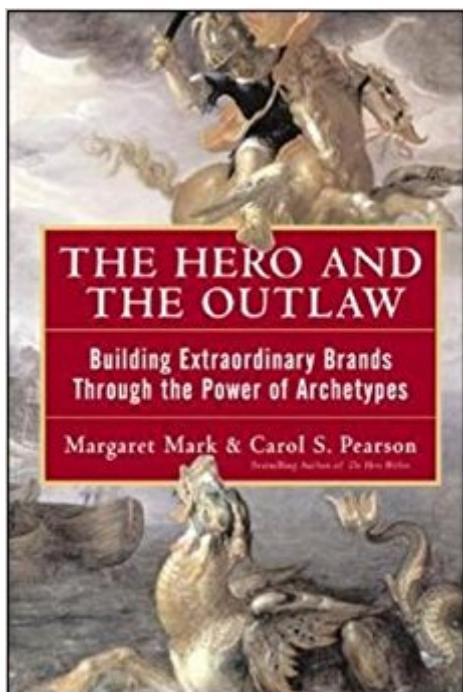


The book was found

The Hero And The Outlaw: Building Extraordinary Brands Through The Power Of Archetypes



Synopsis

A brand's meaning is what it resonates in the public heart and mind. It is a company's most valuable competitive advantage. Yet, few companies really know how brand meaning works, how to manage it, and how to use brand meaning strategically. Written by best-selling author Carol S. Pearson (The Hero Within) and branding guru Margaret Mark, this groundbreaking book provides the illusive and compelling answer. Using studies drawn from the experiences of Nike, Marlboro, Ivory and other powerhouse brands, the authors show that the most successful brands are those that most effectively correspond to fundamental patterns in the unconscious mind known as archetypes. The book provides tools and strategies to: Implement a proven system for identifying the most appropriate and leverageable archetypes for any company and/or brand. Harness the power of the archetype to align corporate strategy to sustain competitive advantage.

Book Information

Hardcover: 400 pages

Publisher: McGraw-Hill Education; 1st edition (February 6, 2001)

Language: English

ISBN-10: 0071364153

ISBN-13: 978-0071364157

Product Dimensions: 6.6 x 1.4 x 9.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 36 customer reviews

Best Sellers Rank: #88,793 in Books (See Top 100 in Books) #29 in Books > Business & Money > Marketing & Sales > Marketing > Product Management #179 in Books > Business & Money > Management & Leadership > Training #208 in Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

Pearson is the president of the Center for Archetypal Studies and Applications and the author of *The Hero Within: Six Archetypes We Live By* (1998) and a coauthor of *Magic at Work: Camelot, Creative Leadership, and Everyday Miracles* (1995). Mark is a consultant specializing in business strategy and brand management. Pearson's work is based on Jungian psychology, which holds that archetypes are forms or images of a collective nature, which occur not only as myths but also as individual products of the unconscious. Using examples from advertising and marketing and

consumer, popular, and organizational culture, she and Mark show that successful brands draw on responses to such archetypes as the hero, outlaw, lover, sage, magician, creator, and innocent, and that these responses cross lifestyle and cultural boundaries. They examine ways to determine which archetypal meaning is best for one's brand and provide a model for doing so. David Rouse
Copyright © American Library Association. All rights reserved

Using examples from advertising and marketing and consumer, popular, and organizational culture, Pearson and Mark show that successful brands draw on responses to such archetypes as the hero, outlaw, lover, sage, magician, creator, and innocent, and that these responses cross lifestyle and cultural boundaries.

Own a small business? Own a large business? Work in an Art Department? THIS IS A MUST READ FOR ANYONE WHO WORKS ON A BRAND. Creating a brand archetype is a necessity. Don't know what I'm talking about? Then read this book, along with Designing Brand Identity by Alina Wheeler, and you will quickly learn what I'm talking about. It's a must!!!!

The basic book to understand Archetypes.

I thought this was a terrific book that laid out what storytelling is all about along with how it works. At the root, was an in depth review of brands, archetypes, and the importance of having a clear story to tell that is in sync with what your brand represents. Great read!

A great book for anyone interested Brand Strategy for any type of business. A must read!

This book will give you the tools to create the strongest brands imaginable. It explains why the big brands out there are so super-successful and why the ones that fail do so. It's because of the archetypes they are embodying. This book's insights have completely changed how I go about my business. Now I ask myself seemingly crazy questions like "Would a knight do this?" and it makes all the difference. See you at the top!

As a professional in a field seeking recognition, I found this book an informative read. There is a wealth of information contained. The materials have provided much for me to ponder as I move forward with my private practice. The only weakness I found was the limited guidance on identifying

the archetype of ones business within the framework of the archetype of the profession/product.

Yet, I still highly recommend this book to others!

This book delivers on its promise to explain branding concepts, identify the different branding archetypes, and suggest paths for developing your specific brand. Easy to read with just the right balance of validating research and case studies. This book can help you identify your own personal brand as well as your company's archetype.

Interesting

[Download to continue reading...](#)

The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes
Collected Works of C.G. Jung, Volume 9 (Part 1): Archetypes and the Collective Unconscious:
Archetypes and the Collective Unconscious: 9.1 Hit Brands: How Music Builds Value for the World's
Smartest Brands Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands DC
Super Hero Girls: Past Times at Super Hero High (DC Super Hero Girls Graphic Novels) Solar
Power: The Ultimate Guide to Solar Power Energy and Lower Bills: (Off Grid Solar Power Systems,
Home Solar Power System) (Living Off Grid, Wind And Solar Power Systems) Power Training: For
Combat, MMA, Boxing, Wrestling, Martial Arts, and Self-Defense: How to Develop Knockout
Punching Power, Kicking Power, Grappling Power, and Ground Fighting Power Power Pivot and
Power BI: The Excel User's Guide to DAX, Power Query, Power BI & Power Pivot in Excel
2010-2016 Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining
Strong Brands Building Better Brands: A Comprehensive Guide to Brand Strategy and Identity
Development Essential Elements for Brand Identity: 100 Principles for Designing Logos and
Building Brands (Design Essentials) The New Emerging Market Multinationals: Four Strategies for
Disrupting Markets and Building Brands Globalization, Culture, and Branding: How to Leverage
Cultural Equity for Building Iconic Brands in the Era of Globalization Brand Bible: The Complete
Guide to Building, Designing, and Sustaining Brands Building Strong Brands Chakras and Their
Archetypes: Uniting Energy Awareness and Spiritual Growth DC Super Hero Girls: Hits and Myths
(DC Super Hero Girls Graphic Novels) Archetypes in Branding: A Toolkit for Creatives and
Strategists Acting and Singing with Archetypes The Archetypes and The Collective Unconscious
(Collected Works of C.G. Jung Vol.9 Part 1)

[Contact Us](#)

DMCA

Privacy

FAQ & Help