

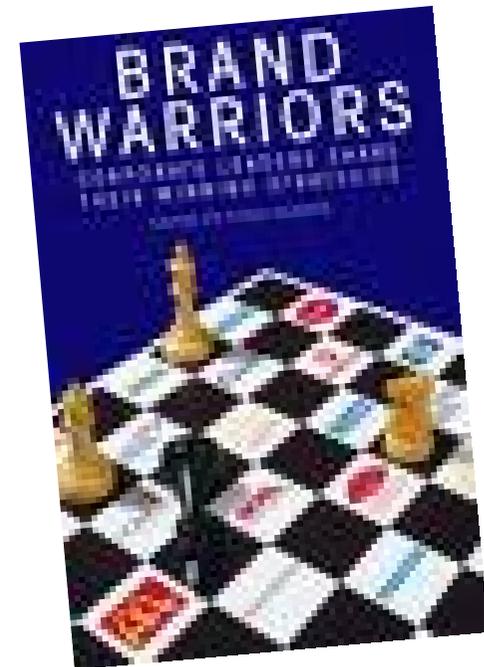
## Brand Warriors on the High Wire Digital Book Club

Fiona Gilmore

Profile Books 2003

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“The secret of successful branding  
is ‘to thine own self be true’ ”



Fiona Gilmore, one of the country's leading experts on brands and branding, takes readers for a quest to find the meaning of brand.



Making sense of a digital world

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Fiona Gilmore, one of the country's leading experts on brands and branding, takes readers for a quest to find the meaning of brand. She brings the personal accounts of seventeen executives together to offer a powerful picture of marketing strategies. But it is not only about a strategy, it is also about leadership. Charismatic marketing gurus, as the book proves, can radically reshape the market.

## Meaning of Brand

Since intense competition propelled Brand to become the key differentiator and corporate success factor we have all been transformed into Brand Warriors. That's the theory at least although reading through the trade press one wonders how many companies are yet to put into place the tools behind their fighting rhetoric. Following the success of her first title Fiona Gilmore returns on fighting form with the 'High Wire' edition, assembling a series of personal accounts of the meaning of Brand as witnessed through the eyes of seventeen executives who have driven their high profile organisations' powerful brand strategies. From media and manufacturing to music and motoring this is an eclectic group, however a sense of Brand Leadership spearheading radical corporate change binds the writers together with themes of vision, passion and challenge echoing through the accounts.

For some this will simply feel like a new perspective on familiar ground, but hearing it from the voices of the executives themselves generates an excitement and personality devoid in so many marketing texts.

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### Executives give their insight

Michael Eisner narrates his story as the steward of the Disney brand in the eighties in its quest to 'make us smile'. Jerry Yang talks of his experience as a founder of Yahoo!, one of the newest brands to gain a spotlight on the global stage. From its classic 'dot-com' origins in the early nineties, his vision of satisfying customer needs with simple services and excellent technology has created a brand culture which is palpable whether you are in their offices in London, Paris, Sydney or back with his team in their Sunnyvale campus.

The football industry makes a welcome appearance with Manchester United's Peter Draper exploring what branding means in an industry that has undergone such rapid business change. Draper is credited with many of the achievements that have extended the franchise of a leading British club to truly global brand status and in particular he tackles the question of how to understand and manage brand loyalty in such a charged environment.

Sony Europe's president and coo Jean-Michelle Perbet gives insight into the thinking behind the pan-European 'Go Create' campaign developed with Saatchi and Saatchi. Sony has

### About the Digital Book Club series

In times of huge economic and social change, knowledge becomes a critical success factor. We created the Digital Book Club reviews to bring you closer to the people and ideas shaping the digital networked economy. They are short reviews of texts we'd recommend, and are published monthly. We also publish similar Digital Thought Leadership interviews and Digital Insight Reports to accompany our own talks and training workshops. Knowledge and training can unlock the potential of your team.

tackled the issue of brand change head on and the story of reinventing the brand in the networked world is one many executives across all industries are yet to face up to.

Brand Warriors on the High Wire is a good read. It sits in the crossover space on my bookshelf between classic business texts and biography, yet avoids worshipping to the cult of the celebrity ceo. What makes the brand and matters to its team are subtly different for each writer and because these perspectives are intensely practical rather than theoretical it acts as a great balance to classic brand marketing texts that build brand strategy up from fundamental principles.

### It's about Leadership

But Gilmore is also writing about Leadership and the brand leaders who took up the challenge to radically reshape the markets they wanted. For that reason it deserves to find many readers well beyond the walls of the marketing department. If the protection of property is a cornerstone in society, then now identity can be ported, then it follows that its protection is paramount.

## Actions

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### About the author

Danny Meadows-Klue has been a commentator on the digital networked industries since 1995. He managed the UK's first online newspaper and has helped run web businesses ranging from mass market portals and consumer magazines, to online stores, search and email services. Among his industry roles he is the co-founder and former chairman of the UK and European Internet and Interactive Advertising Bureau, and has been lecturing on digital marketing for more than a decade. He set up Digital Strategy Consulting in 2000 to help firms accelerate their businesses through digital networks.



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