

# Marketing on Purpose

## Accidental Branding

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[David Vinjamuri](#) of ThirdWay, Inc. just released his new book [Accidental Branding: How Ordinary People Build Extraordinary Brands](#). I was lucky enough to get an advanced copy and think it's definitely worth a read.

Vinjamuri comes from a pretty traditional educational (Harvard MBA) and corporate (Johnson & Johnson, Coke) background but what makes this book so interesting is what led him to write it. You find out in the opening chapter that in the early 2000s he began questioning everything he knew about traditional "marketing" and started watching what people were doing on the web and the different brands emerging around him.

He began to study entrepreneurs and came to the conclusion that every brand he wanted to write about started with some fortuitous accident by perfectionists who would *never* say "don't sweat the small stuff". He talks briefly about some of the characteristics of the entrepreneurs he interviewed and studied for the book and also gives us 6 rules for building our brand. But, it's the case studies of people like J. Peterman, Gary Erickson (Cliff Bar), Craig Newman (Craig's list), Roxanne Quimby (Burt's Bees) and others that really illustrate his point and sucked me in.

Vinjamuri has a lot to say and the way he writes and the people he chose to highlight give the above average entrepreneur reason to believe it's all within their reach. Success sells and this book is no different. [Check it out.](#)

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