

BRAND FLAKES FOR BREAKFAST

Accidental Branding: The "I Didn't Read It" Review

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Here's the thing. Publishers send us books all the time, for review on BrandFlakes. But I've sadly given up books for everything internet. There are some really, really hot books out there. Worthy of reviews. But there's only 24 hours in a day. And at least a few have to be devoted to sleep, for now.

So here's an attempt at a review, for a book that I haven't had time to read. I'll highlight the things that you might find helpful, if you're considering [purchasing Accidental Branding](#).

But let me be clear: I didn't read this.

(All ratings are based on a 1 - 10 basis, 10 being "excellent.")

The book's concept: 9

How a handful of really cool people have built some very successful brands. Each chapter is devoted to another personality. Really, really cool people that you'd like to know more about - Craig Newmark (Craigslist), Gary Erickson (Clif Bar), Roxanne Quimby (Burt's Bees), and other super influential business people.

Cover design: 3

This one won't pop off the shelf. You've got to look for it. I would have given this a "2", but I'm in a good mood today.

Font size/typography: 6

Nothing uber creative, but nothing annoying or intimidating either. Clean layout, clean type, done well.

Pictures/info graphics: 0

No photos. No sexy info graphics. I think that's ok, given the subject matter. It's about the people, and their stories.

How it feels in your hands: 8

There are three kinds of books:

a) The kind that your English teacher assigns you to read, and is about 900 pages too long, and 43 pounds too heavy.

b) The pamphlet that's trying to pass as a book, but really isn't a book at all. It's a brochure.

[Accidental Branding](#) isn't either of these - it's an appropriately sized. Like a good book should be. The kind of book that feels good in your hands, after you've bought it. Your messenger bag will accept it, and it will feel just right to open, on a long train ride.

Other reviews that I would believe:

[Greg Verdino](#)

[The Marketing Spot](#)

[ToddAnd](#)

Scale of "I'd like to read it": 8

We can learn so much from others. [Accidental Branding](#) is chocked full of stories from people that you can't help to admire for their business and brand success. I swear that I intend to read this one. I just need a free weekend. Or a couple of nights...

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Hyperlink: <http://www.brandflakesforbreakfast.com/2008/05/accidental-branding-i-didnt-read-it.html>