

# KNIGHTS ON THE ROAD: Noble Seekers in the New World of Sales.

## Accidental Branding: How Ordinary People Build Extraordinary Brands.

**David Vinjamuri.**

By Reg Nordman

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Accidental Branding. How ordinary people built extraordinary brands. David Vinjamuri. 2008. 9780470165065. This is a clearly written book about “accidental” entrepreneurs, who remained true to their brand promise. Vinjamuri has defined an accidental brand as one where:

- An individual who is not trained in marketing must create the brand
- The individual must experience the problem that the brand solves.
- The individual must control the brand for at least three years.

So you will read about:

- Craig Newmark of Craig’s list,
- John Peterman of J.Peterman,
- Gary Erickson of Clif Bar,
- Gert Boyle of Columbia Sportswear,
- two founders of The Art of Shaving,
- Julie Aigner-Clark , Baby Einstein videos and
- Roxanne Quimby of Bert’s Bees.

These are all unique individuals in different industries who remained:

- really true to the customers “who bring ya to the dance”,
- they also were fanatical about details and product execution,
- they may have had one really lucky break in their business, and
- they have been able to capitalize on their success to go onto other things.

Well written and clearly in tune with the subject ( I love it when marketing folks write a book). This is a useful book in that it reinforces that for todays market, the customer has to know they receive real value from authentic vendors. (Sounds like the [Go-Giver](#)). The depictions are very authentic and real.

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