



Accidental Branding

How Ordinary People Build Extraordinary Brands

By Paul Wilczynski

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This book discusses the phenomenal success of some very real people. They built some of the biggest and best-known consumer brands in the world—and they did it without any experience in marketing or branding. How did they achieve such profound success in such a super-competitive environment in which most new businesses fail? *Accidental Branding* explores this question by telling the personal stories of eight remarkable entrepreneurs.

Accidental brands are those brands that don't come from corporate headquarters but instead from ordinary, hardworking people with good ideas and a willingness to trust their instincts over the established rules of brand building. In *Accidental Branding*, marketing expert David Vinjamuri reveals how each of these entrepreneurs broke some of the same conventions of marketing—and became stronger for it. They beat established brands by doing things differently and doing them with passion.

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