

VIRTUAL MARKETING

Accidental Branding and Trendspotting for the Next Decade

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One of the many perks to having a blog with a decent amount of traffic and the word 'marketing' in the title is that publishers send you books for free.

In the last month I received *Accidental Branding* by David Vinjamuri and *2011: Trendspotting For The Next Decade* by Richard Laermer who coauthored *Punk Marketing*. *Accidental Branding* came with a yummy Clif Bar which makes a bit more sense after reading chapter 5.

Book publishers send us these books in hopes that we'll help promote them on our blog. They even offer us interviews with the authors. Unfortunately I've been too busy to read both of these books and do a review or interview. I want to reward the publishers (Wiley and McGraw Hill) for sending me that yummy Clif bar, and the books (in that particular order) so I found excellent reviews that others have done on the books.

What others are saying about *Accidental Branding*:

<http://eggheadmarketing.wordpress.com/2008/03/...>

[The Marketing Spot](#)

[My Creative Team](#)

What others are saying about *Trendspotting for the Next Decade*:

[Duffbert](#)

I really do want to read both of these books and probably will at some point.

If you own a blog and want to receive books like this before they hit the newsstand, make a call to a few publishers and tell them to send books to you.

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Hyperlink: <http://www.virtualmarketingblog.com/index.php/20080415/accidental-branding-and-trendspotting-for-the-next-decade/>