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184 pages

Revue de presse

A thought-provoking read. --Canary Wharf Présentation de l'éditeur

The worlds of branding and consumption are changing. Helping to set the agenda are what Adam N. Stone designates the Unbrandables, consumers who are sensitive to inauthenticity, hostile to relentless materialism, and suspicious of products they do not want or that are bad for the environment. Then there are the Unbranded brands, such as Nudie Jeans of Sweden and In-N-Out Burger in California, showing that honesty, transparency and a genuine concern for the planet and their customers needs are essential when it comes to connecting with a more sceptical audience. Unbrandable provides advertising and marketing professionals with an invaluable guide to this new landscape. Divided into fifty-five easy-to- assimilate sections, the book examines what it means to be Unbrandable, for both consumers and producers, and how companies can thrive by taking a more creative, authentic approach to promoting their goods. Each section focuses on a brand that works, an industry professional who demonstrates the new approaches, an individual who can articulate better than any focus group what the new consumer wants, or a place Berlin and São Paulo among them that itself flourishes on Unbrandable principles.

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