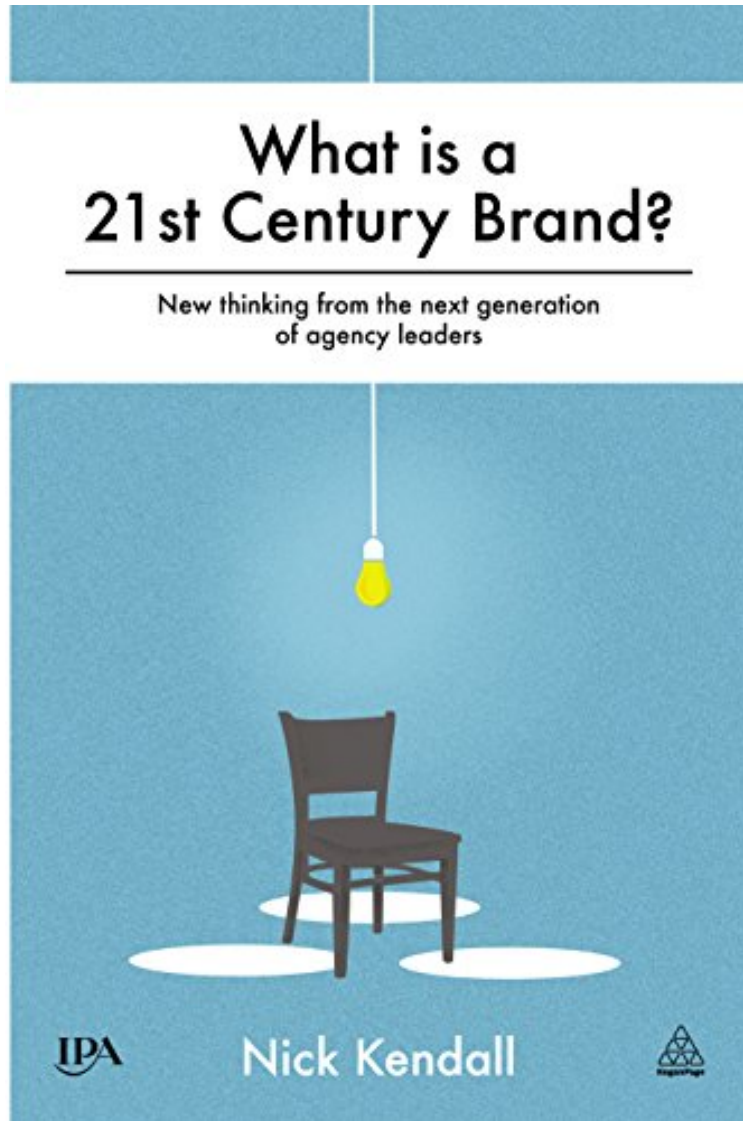


What is a 21st Century Brand?: New Thinking from the Next Generation of Agency Leaders

Nick Kendall

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Nick Kendall : What is a 21st Century Brand?: New Thinking from the Next Generation of Agency Leaders before purchasing it in order to gage whether or not it would be worth my time, and all praised What is a 21st Century Brand?: New Thinking from the Next Generation of Agency Leaders:

1 of 1 people found the following review helpful. Had expected better for the priceBy DarrenIngram_dot_comCan we really know what a 21st Century brand truly is when we are only one-sixth of the way into the period, or is this just a meaningless metaphor, a piece of marketing spiel to get us hooked? In 1915 nobody would have surely been able to

guess how things would be looking in the late 1990s! This book's publicity material promises that we will be discovering how the brand is changing, how it is developing and how it might be scoped. Drawing on 20 papers taken from the past decade's IPA Excellence Diploma, they present a 'fresh, original and uniquely personal perspective' written in a 'provocative', opinionated manner from the 'new generation of leaders across creative, media and digital agencies' to the humble reader. Well, there's fresh and there's fresh, with the perspectives appearing with commentary from 'leading industry thinkers'. It is difficult to get overly enthused about this collection. Presented in a trade industry magazine or blog it might have got a bit of a skim and maybe, just maybe, some engagement. Yet presented together in a fairly expensive book it just did not seem to work. A crash of 'writing voices' and thoughts made it feel disjointed and the sewing together of the papers felt lacking. A bit of a shame all in all. Taken in isolation, many of the papers were interesting and it did get you to consider how you present a brand, how to keep up with evolution and how to position matters. It is just the whole, togetherness that is lacking, and the fairly hefty price added salt into the literary wounds. At half the price and with a bit better 'glue' it could have been a slam-dunk recommendation, rather than a cautious possible consideration suggestion.

0 of 0 people found the following review helpful. Do you wonder how to present yourself or brand how to brand yourself? Wonder no more! By Chantal Bechervaise A very interesting read full of different stories and perspectives. It made me think of how I present myself as a brand and how I can keep up with trends and the ever evolving market place as well as how I can position myself to engage with brands. Very informative and thought provoking. Would definitely recommend!

What is a 21st Century Brand? How is it changing? What is critical now? What are the new mantras and principles? What are the new ideas for how to do it? What do you believe and what would you do therefore? This book features 20 of the best papers produced during the 10 years of The IPA Excellence Diploma. Each is a fresh, original and uniquely personal perspective from the new generation of leaders across creative, media and digital agencies. Produced in partnership with internationally recognised advertising body, the IPA, they are accompanied by commentary from leading industry thinkers including Stephen Woodford, Mark Earls, David Wilding and Ian Priest, and edited by Nick Kendall. Together they offer you multiple perspectives and the opportunity for you to challenge yourself to consider what you believe. Structured as 20 provocations written in the form of 'I believe... and therefore...', the essays are organised into three sections: - What is a brand? - How should we engage to build them? - How should we organise to deliver? Highlighting that today's most successful agencies are those which are embracing the new ways in which we consume content, What is a 21st Century Brand? delivers cutting-edge thinking across all areas of advertising practice. If you want to take time to think about the real fundamentals of what we do as a business - create and build brands - this book will be all the stimulation you would want.

About the Author Nick Kendall is an award-winning brand and advertising specialist with over 25 years' experience. He has worked on famous global accounts such as Levi's, Johnnie Walker and Haagen Dazs. He is a founding partner of Bro-Ken and member of The Garage, which helps start-ups build brands. He designed and created the IPA Excellence Diploma, which is described as "the MBA of brands" for the advertising industry, and is its Chief Examiner. He has also received the IPA President's Medal for his services to the industry.

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