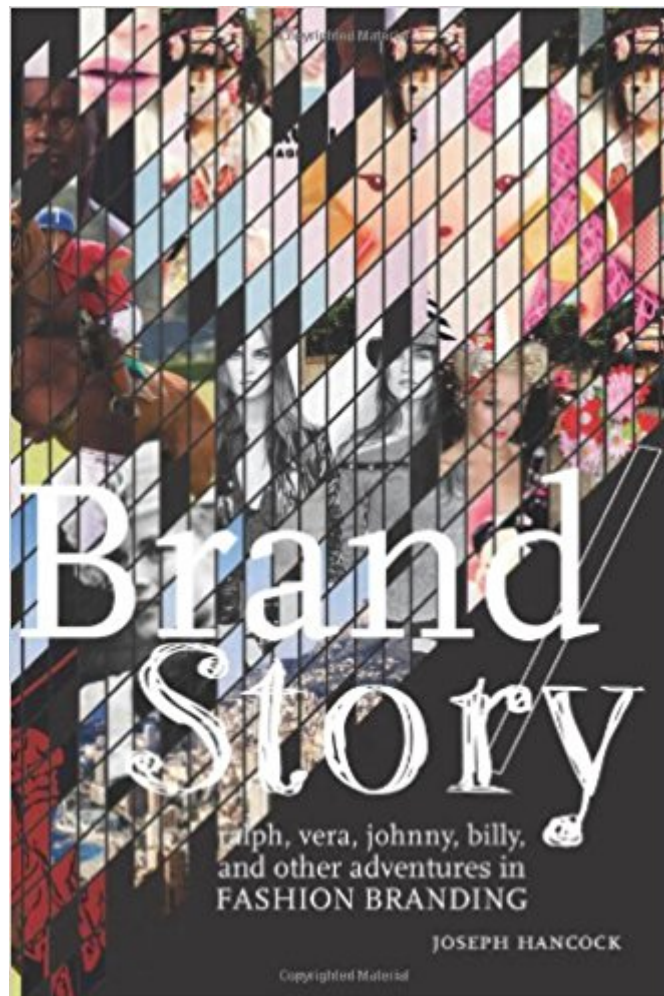




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Brand/Story: Ralph, Vera, Johnny, Billy, And Other Adventures In Fashion Branding



Synopsis

Brand/Story: Ralph, Vera, Johnny, Billy, and Other Adventures in Fashion Branding examines how a retailer, manufacturer, or designer label grabs an individual's interest. Fashion branding is not just about specific products. For consumers, branding tells the story and creates the identity for a product, a person, and a company. Brand/Story looks at what a fashion brand is about and why companies advertise the way they do. It enables the reader to think critically about branding-both the medium and the message-and not simply take advertisements and brands at face value.

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Customer Reviews

Joseph Hancock is an assistant professor at Drexel University, USA.

Joe Hancocks, Brand Story, was a very insightful outlook on the way brands work and operate. I liked how there were many different examples of not just really well known companies, but smaller successful companies as well. The smaller lesser-known companies turned out to be some of the most interesting like Johnny Cupcakes. Who knew that selling t-shirts with a side of cupcakes would be a hit? I also found Abercrombie and Fitch to be extremely fascinating, the way the company works and operates is amazing, but the way consumers react to their products is even more amazing. Branding is extremely important, and it can be done right and it can be done wrong. All the examples in the book were examples of the right way to go about branding. This book kept my interest and did not lose it; even though it is a little bit dated it is still extremely accurate. I would definitely recommend this book to anyone who is interested in understanding, or even just gaining

some insight about branding.

This book offers an amazing insight into the world of fashion branding. It begins with background information and a general overview of the world of fashion branding. Then the book delves into many different chapters that focus on major designers and small unknown brands. These chapters include focuses on Ralph Lauren, Vera Wang, Johnny Cupcakes, and Dante Beatrix just to name a few. The author offers factual background of the brands and how they became to be the powerhouses that they are today. There are also several interviews sprinkled in the chapters that help readers better understand target markets, fashion careers, and trend forecasting. Personally, I loved the way that the author wrote. I thoroughly enjoyed his tone and style of writing, it was personal and enjoyable. This book is a must read for anyone interested in business or fashion. It really taught me some great tips on how to create your own successful business. I would suggest it over and over again!

I really never understood how brands worked or how the whole logistics of creating a brand worked out. To me a brand was just a name and nothing more. Once I read this book, I feel like I have learned alot more then what I expected. The chapters are broken up into segments that each introduce you to certain types of methods brands use; furthermore, the chapters focus usually on a key exemplary brand that hones in on a certain technique or marketing cue. It was very interesting, and I loved reading every second of this book because it such useful knowledge to know and understand since these are the ways companies are targeting you. The book is short, fun and an upbeat little read that I would recommend to anyone, especially those who want to know more about the breakdown of what it takes for brands to be what they are today, as well as, the different ways brands rise to the retail powers they are today.

Brand/Story not only highlights the brands and history of famous designers such as Ralph Lauren and Vera Wang, it shows smaller, lesser known brands such as Johnny Cupcakes and Ginch Gonch and presents them with the same respect. The ins and outs of all of the individuals and brands in this work are unique in their own right and Joe does a fantastic way of showing this. The importance of branding is number 1 and the fashion and individuals behind the brands come second. The stories are intriguing, from Ralph Lauren to Brini Maxwell, and each chapter definitely instills lessons to be learned. Accompanying the stories, the discussion questions at the end of the chapters encourage the readers to do further research beyond the book and use the internet as well

as traveling out to stores to witness brands develop and grow in real life.

I thought I knew a lot of information about fashion, but when I started reading this book I realized I didn't know a lot. I learned new brands and I realized that there are many other brands like them out there that are small brands, but are better than the bigger brands. This book made me see the difference between new brands and brands that have been known for a long time. This book is not only for people who are into fashion, but even for people who are into business because it makes you see how new and older companies made it. It made me see how people start their own companies and the different steps that you need to take to become a large company, these steps aren't only for fashion brands, but I believe any company can take them.

This book by Joe Hancock is a fabulous story about retail branding and all of its endeavors. As a student not involved in design/merchandising or fashion, I found this book very educational and insightful on just how and why people purchase the things they do. Covers many recent topics such as viral branding, the use of sex in advertising, and also many new designers/merchandisers. You do not need to know anything about fashion to read this book!! It's very well written and easy to read; nothing over the head in this book. I found that Joe does an excellent job at demonstrating how designers tell us a 'story' with their approaches and I definitely recommend this book to anyone in psychology, advertising, merchandising, and fashion.

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