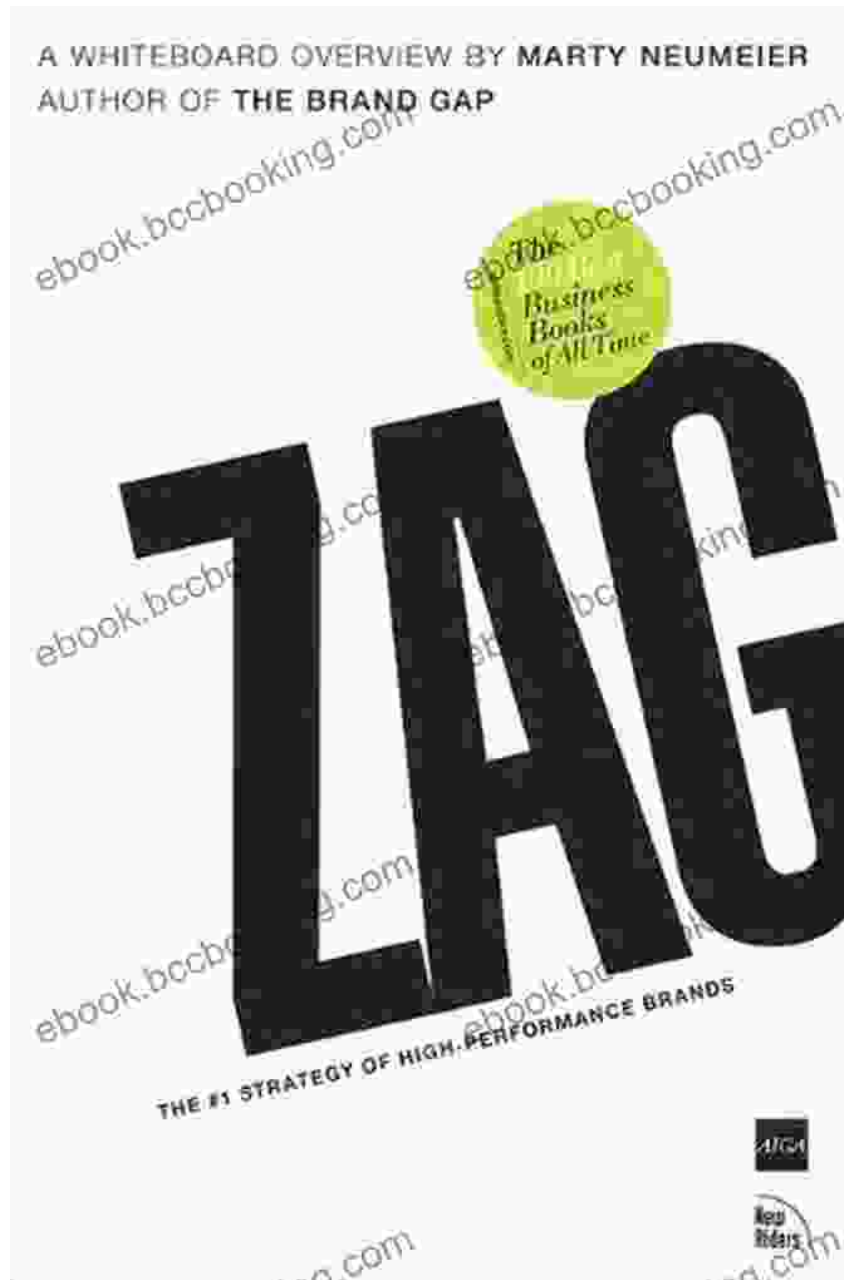


Zag: The Strategy of High-Performance Brands



ZAG: The #1 Strategy of High-Performance Brands

by Mary Elizabeth Roarke

★★★★☆ 4.6 out of 5

Language : English



File size : 1885 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 164 pages



In a world where everyone is trying to be the same, it's hard to stand out. But that's exactly what the most successful brands do. They're willing to "zag" - to go against the grain and do things differently.

In his book Zag, Marty Neumeier offers a new approach to brand strategy. He argues that the key to success is not to follow the pack, but to find your own unique path.

Neumeier identifies seven key principles of Zagging:

1. ****Be different.**** Don't try to be all things to all people. Find your niche and own it.
2. ****Be bold.**** Don't be afraid to take risks and try new things.
3. ****Be consistent.**** Your brand should be consistent across all channels and touchpoints.
4. ****Be authentic.**** Be true to yourself and your brand values.
5. ****Be relevant.**** Your brand should be relevant to your target audience.
6. ****Be engaging.**** Your brand should be engaging and memorable.

7. ****Be sustainable.**** Your brand should be sustainable over the long term.

Neumeier provides numerous examples of brands that have successfully zagged, including Apple, Nike, and Starbucks. These brands have all dared to be different and have reaped the rewards.

If you're looking to take your brand to the next level, Zag is a must-read. Neumeier's insights will help you develop a brand strategy that will help you stand out from the competition and achieve success.

Here are a few of the key takeaways from Zag:

- The most successful brands are those that are willing to zag - to go against the grain and do things differently.
- The key to success is not to follow the pack, but to find your own unique path.
- There are seven key principles of Zagging: be different, be bold, be consistent, be authentic, be relevant, be engaging, and be sustainable.
- Numerous examples of brands that have successfully zagged include Apple, Nike, and Starbucks.
- If you're looking to take your brand to the next level, Zag is a must-read.

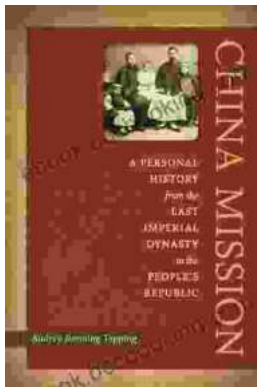
Free Download your copy of Zag today and start zagging your way to success!

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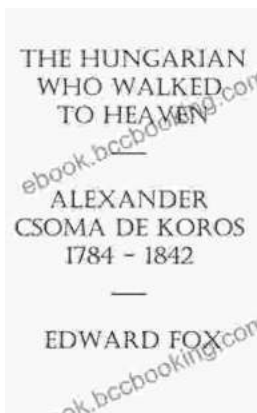


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