



Brand Royalty: How the World's Top 100 Brands Thrive & Survive

Matt Haig

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""Ideal for executives or PR pros who wish to learn about successful brands through practical examples,"" PR Week. ""Highly entertaining and full of fascinating facts ... stuffed with ideas, some overt, some implied, that anyone working in branding and advertising will find useful,"" Research A natural companion to Matt Haig's bestselling Brand Failures, Brand Royalty is a comprehensive collection of successful brand stories. Entertaining and thought-provoking, it helps readers identify the factors behind each success. Haig devised a list of the world's 100 most successful brands, using such criteria as financial success, longevity and innovativeness. His list covers companies as varied as Adidas, ""the performance brand,"" and Coca-Cola, ""the ultimate brand"" and everything in between, providing invaluable insight into the branding efforts of Ford, IKEA, Gucci and Ben & Jerry's. Includes comments from consumers, psychologists, ad executives, academics and business owners.

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