Table of Contents

Foreword, by <i>Rachel Sanderson</i> Introduction. Why this book: The brand from roots to wings		
	1.1 The brand as identification	7
	1.2 The brand as differentiation	8
	1.3 The brand as identity	9
	1.4 The brand as equity	10
	1.5 The brand as experience	12
2	The connected brand	17
	2.1 The power of connection	17
	2.2 Leading with purpose	21
	2.3 Leveraging brand communities	23
	2.4 Brands as portals	26
	2.5 The power of co-creation	27
	2.6 Measuring is managing	30
3	The connected brand strategy	33
	3.1 The connected brand strategy framework	34
	3.2 A best case of connected brand strategy	36
4	Brand DNA	41
	4.1 Brand DNA: An integrated model	41
	4.2 Purpose	43

	4.3 Values	44
	4.4 Heritage	45
5	The art and science of positioning	53
	5.1 Where: Define the playing field	55
	5.2 Why: Find your uniqueness	56
	5.3 How: Craft the brand promise	58
	5.4 Reset: Refine the positioning	60
6	Brand identity	65
	6.1 Why identity matters	65
	6.2 The brand identity model	68
	6.3 The role of Intellectual Property in branding	
	by Marina Lanfranconi	81
7	The brand signature experience	89
	7.1 The experience becomes signature	89
	7.2 Designing a signature experience	93
	7.3 The signature experience framework	95
	7.4 How to make it work	97
	7.5 The role of Artificial Intelligence in branding	
	by Marco Di Dio Roccazzella	98
8	Strategies for brand expansion	107
	8.1 Why and how to expand the brand?	107
	8.2 What makes a brand extension strategy successful?	112
	8.3 The role of licensing in brand extension	115
9	Strategic brand collaborations, by Paolo Lucci	121
	9.1 Why collaborate?	122
	9.2 Collaboration objectives and strategies	125
	9.3 Collaboration business models	127
	9.4 Making collaborations work	131
10	The brand archetypes: From authority to lifestyle	133
	10.1 Branding as symbolic value creation	133
	10.2 A framework for symbol-intensive brands	134
	10.3 Authority Brands	137
	10.4 Icon Brands	138

10.5 Style Icons	140		
10.6 Cult Brands	141		
10.7 Lifestyle brands	143		
10.8 The risk of fading	144		
10.9 Brand extensions: A true opportunity for jus	t a few 146		
Afterword. The ten "commandments" for future brand leaders, by <i>Frank Pagano</i>			
References	155		