



Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea

Bill Schley, Jr. Carl Nichols

Download now

[Click here](#) if your download doesn't start automatically

Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea

Bill Schley, Jr. Carl Nichols

Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea Bill Schley, Jr. Carl Nichols
Winner of the Best Marketing Books Award from Strategy + Business Magazine.

“There’s a Big Idea waiting inside your brand that can make you #1. Find it and shape it yourself—or competitors and customers will do it for you. And we promise, you won’t like the tagline.”

A few years back, a best seller called Why Johnny Can’t Read shocked the education establishment and revived the lost art of phonics. Now, Why Johnny Can’t Brand blows the lid off the marketing establishment by reviving the lost art of the Big Idea.

According to Bill Schley and Carl Nichols, Jr., modern branding is a daily choice between real, muscle-building ideas and an immense smorgasbord of empty-caloried junk. The stakes are huge, especially in a world with 155 kinds of shampoo. So why do so many good companies choose wrong? In fact, why do most fail to differentiate at all—handing what some call an “unfair” advantage to the few who do? The surprising answers, and the exclusive, eight-week prescription to fix it, are here in Why Johnny Can’t Brand.

The secret is uncovering your Dominant Selling Idea (DSI)—the one unifying idea at the center of every brand—before you charge ahead with advertising or anything else. The DSI is “the thing you do that’s superlative, important, believable, memorable and tangible—the difference that makes people want to buy you.” It puts you in a category of one.

In the often funny, page-turning style of two award-winning, former Madison Avenue communicators, Schley and Nichols explain:

1. Why real branding is the opposite of what you think
2. How positioning turns your brand asset from fool’s gold to real gold
3. Why Harvard and Stanford MBAs are the last to get it (but they can learn this too)
4. How to find your Big Idea in about eight weeks—then keep it...

and so much more.

In a world with 300 million messages whizzing by every second, it gives us the ultimate advantage—an inspiring, power-packed return to the secret of the idea centered brand.



[Download Why Johnny Can't Brand: Rediscovering the Lost Art ...pdf](#)



[Read Online Why Johnny Can't Brand: Rediscovering the Lost A ...pdf](#)

Download and Read Free Online Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea Bill Schley, Jr. Carl Nichols

From reader reviews:

Sonya Wright:

Spent a free time for you to be fun activity to perform! A lot of people spent their free time with their family, or all their friends. Usually they accomplishing activity like watching television, going to beach, or picnic inside park. They actually doing same every week. Do you feel it? Do you need to something different to fill your personal free time/ holiday? May be reading a book might be option to fill your free time/ holiday. The first thing you ask may be what kinds of reserve that you should read. If you want to consider look for book, may be the book untitled Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea can be excellent book to read. May be it might be best activity to you.

Gerri Townsend:

Reading a book being new life style in this season; every people loves to go through a book. When you learn a book you can get a lot of benefit. When you read publications, you can improve your knowledge, mainly because book has a lot of information on it. The information that you will get depend on what sorts of book that you have read. If you want to get information about your examine, you can read education books, but if you act like you want to entertain yourself you are able to a fiction books, these us novel, comics, and also soon. The Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea will give you a new experience in reading a book.

Katherine Khan:

As we know that book is essential thing to add our expertise for everything. By a reserve we can know everything we wish. A book is a list of written, printed, illustrated or even blank sheet. Every year was exactly added. This book Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea was filled concerning science. Spend your time to add your knowledge about your scientific research competence. Some people has distinct feel when they reading a new book. If you know how big advantage of a book, you can truly feel enjoy to read a publication. In the modern era like currently, many ways to get book that you just wanted.

Carl Brinkley:

What is your hobby? Have you heard which question when you got pupils? We believe that that query was given by teacher to the students. Many kinds of hobby, All people has different hobby. And also you know that little person similar to reading or as reading become their hobby. You need to understand that reading is very important in addition to book as to be the matter. Book is important thing to provide you knowledge, except your own teacher or lecturer. You discover good news or update regarding something by book. A substantial number of sorts of books that can you go onto be your object. One of them are these claims Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea.

**Download and Read Online Why Johnny Can't Brand:
Rediscovering the Lost Art of the Big Idea Bill Schley, Jr. Carl
Nichols #J7ASU8TX1GF**

Read Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea by Bill Schley, Jr. Carl Nichols for online ebook

Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea by Bill Schley, Jr. Carl Nichols Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea by Bill Schley, Jr. Carl Nichols books to read online.

Online Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea by Bill Schley, Jr. Carl Nichols ebook PDF download

Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea by Bill Schley, Jr. Carl Nichols Doc

Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea by Bill Schley, Jr. Carl Nichols MobiPocket

Why Johnny Can't Brand: Rediscovering the Lost Art of the Big Idea by Bill Schley, Jr. Carl Nichols EPub