



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

*Bill Schley, Jr. Carl Nichols*

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**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.

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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.

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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.

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