Branding now:

A blog compendium by Grant McCracken

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- Section One: Brands behaving badly
  - 1. Sony
  - 2. HP
  - 3. Yahoo
  - 4. Target vs. Wal-Mart
  - 5. Coca-Cola
  - 6. New York Times
  - 7. Microsoft1
  - 8. Microsoft2
- Section Two: Brands behaving well
  - 1. Apple
  - 2. Google
  - 3. Rachel Ray
  - 4. Volvo
  - 5. Old Spice
  - 6. HP
  - 7. Coca-Cola
  - 8. Starbucks
- Section Three: The Brand Philosophers
  - 1. My heroes
  - 2. Kevin Roberts
  - 3. Sir John Hegarty
  - 4. Clotaire Rapaille
  - 5. Jerry Zaltman
  - 6. James Surowiecki
  - 7. Clayton Christensen
  - 8. Chris Anderson
- Section Four: Brand tactics
  - 1. Dove mining culture
  - 2. Nike mining history
  - 3. Kleenex mining emotion
  - 4. BMW mining frustration
  - 5. Mastercard mining Payton Manning
  - 6. American Century tries to mine Lance Armstrong
  - 7. Acura fails to mine the culture of the moment
- Section Five: Brand strategy
  - 1. Learning Personhood from William Shakespeare
  - 2. Learning Charisma from Cate Blanchet
  - 3. Learning Playfulness from Craig Ferguson
  - 4. Learning Co-creation from Chevy
  - 5. Learning Multiplicity from Unilever
  - 6. Learning Mystery from AmEx
  - 7. Learning Transmedia from Mr. Clean
  - 8. Learning Brand theater
  - 9. Learning networks from Nike
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