



Brand Like A Rock Star: Lessons from Rock 'n Roll to Make Your Business Rich and Famous

Steve Jones

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Make your brand a blockbuster with strategies perfected by the superstars of rock 'n roll

Brand Like a Rock Star takes you beyond the hype to reveal the core marketing strategies behind the success of the world's greatest bands.

Author Steve Jones has earned his street cred as a savvy marketer in an outrageous business. He combines insider stories from AC/DC, The Beatles, The Grateful Dead, Kiss, and many other legendary bands with sound business advice, to deliver a rockin' guide to building a breakthrough brand. *Brand Like a Rock Star* puts a new spin on the branding process.

From merchandising, to establishing a resonant core message, to developing an iconic logo, Steve Jones illustrates abstract concepts with actionable practices. How is Led Zeppelin like Nintendo's Wii? How does U2 resemble Proctor & Gamble? What do Johnny Cash and Old Spice have in common? The answers may have a profound impact on your business.

Marketers in any business will pump their fists and boost their bottom line with *Brand Like a Rock Star*.

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Frank Johnson:

The book Brand Like A Rock Star: Lessons from Rock 'n Roll to Make Your Business Rich and Famous has a lot of knowledge on it. So when you make sure to read this book you can get a lot of gain. The book was authored by the very famous author. The writer makes some research just before write this book. This kind of book very easy to read you can get the point easily after reading this article book.

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