



The Brand Within: The Power of Branding from Birth to the Boardroom (Display of Power Series)

Daymond John

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According to the U.S. Census Bureau, every day nearly 2,500 people go into business for themselves. Their firms account for 78 percent of U.S. businesses and \$951 billion in receipts. Entrepreneurship is abundant in America, especially in the current economic crisis, but how do these companies stand out from the rest in order to succeed?

The Brand Within by Daymond John, founder and CEO of the revolutionary FUBU clothing line, brand strategist and star of the ABC hit reality show, *Shark Tank*, is the second nonfiction book in the best-selling Display of Power series. *The Brand Within* examines the loyalty of relationships companies seek to establish by attaching celebrities to their brands and the instantaneous impulses consumers exhibit when purchasing a product. Drawing on his cutting-edge experiences in the fashion business, as well as his hard-won insights developed as a sought-after marketing consultant to trendsetters and tastemakers, the author argues that branding relationships have now seeped into every aspect of our lives.

Daymond John is widely recognized as a branding and marketing authority and a sought-after consultant on the ever-changing urban/pop culture marketplace. He describes the evolution of a brand--from its generic inception to its watermark--and offers expert commentary on iconic personal "brands" ranging from Tiger Woods to Muhammad Ali and branding as it pertains to corporations such as Blackberry and UPS, among others.

The Brand Within, co-authored by Daniel Paisner, who is credited with nine *New York Times* bestsellers, is a dynamic roadmap to growing a successful brand.

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