



Soulful Branding: Unlock the Hidden Energy in your Company & Brand

Jerome Conlon, Moses Ma, Langdon Morris

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Soulful Branding offers practical, expert guidance on how to achieve higher levels of business success. This is a powerful field guide for discovering and implementing more effective and innovative branding strategies through a new brand development toolset, philosophy and process. This book presents a business problem-solving framework, tied to new perspectives to positively influence product design, services, brands and companies looking for more sustainable and defensible differentiation. "This MUST READ book takes you on an inspirational journey to the foundations of what great brands do. Successful marketers must build brands that resonate deeply with their audiences. In these pages you'll find a practical yet thought-provoking guide to transformational brand management - how to create an iconic brand that radiates success and encourages customers to connect soulfully. I recommend it highly!" – Jack Canfield, Creator of the Chicken Soup for the Soul brand and winner of The World's Best Brands "Brand Laureate Signature Award" "This book is a deep dive into the psyche and gestalt of understanding who we are as unique makers, story tellers and sellers. In short, this book is a must read for anybody who wants to excel in business." – Tinker Hatfield, Senior VP Design Nike, Inc. "In today's new business environment if your brand does not have a soul it's dead ! Soulful Branding is visionary and lays out the future of branding for any business that plans to be relevant." - Deepak Chopra, Author, Soul of Leadership "Insightful and engaging, Soulful Branding provides rare glimpses into what makes strong brands really tick in both theory and practice. This book will help you build better brands." – Kevin Lane Keller, E.B. Osborn Professor of Marketing, Tuck School of Business at Dartmouth College, Author, Strategic Brand Management Soulful Branding reveals how you can employ a new set of tools to take your brand and company to the next level. Readers will learn how to foster a culture of brand innovation, and learn how to:

- Detect and overcome business blindspots to solve difficult marketing problems
- Strengthen and harmonize your internal company culture
- Enhance your internal creative process for strengthening the brand

About the Authors: Jerome Conlon is a leading brand and business development consultant, focused on helping companies and brands implement innovative, soulful and iconic branding strategies and plans. Moses Ma is a technology thought leader, an innovation consultant and manages a high-tech venture incubator. Langdon Morris is a leading innovation consultant, and focuses on helping organization implement the world's best innovation methods and tools to solve very complex problems.

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