



# **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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