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The 12.5 Principles of a Sticky Brand 20 Part 1: Position to Win 25 Principle 1: Simple Clarity 27 Principle 2: Tilt the Odds 40 Principle 3: Function That Resonates 52 Part 2: Authentic Differentiation 65 Principle 4: Engage the Eye 67 Principle 5: Total Customer Experience 82 Principle 6: "That's Interesting. Tell Me More." 94

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Incredible Brand, working in a family-owned recruiting business, he recalls watching sales leads dry up before his eyes. His company's leads and revenue continued a downward spiral after 2004, following a series of unfortunate circumstances.

Use Sticky Branding if You Want to Gain Repeat Customers ...

Imagine what growing a Sticky Brand will deliver: Attract more customers Sell more faster Inspire employee engagement Become immune to the competition Earn higher profits

Sticky Branding (the book): The Best Branding Book

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