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lead to big-time success.

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founders who have

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from surprising
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circumstances. The
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recurring characteristics
Brands
of these entrepreneurs
from companies like
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Sportswear and
craigslist include risk-
taking, authenticity,
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fearlessness, attention to
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most cases, great timing
and little magic.

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...

1.- Build a myth around

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it. Build a story, something that makes people sympathize with you. Something

romantic, heroic, mysterious, etc., whatever suits you. 2.-

Build a community around it. Invest in knowing and letting people know your product. Reach for people that rave about your product/service.

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by people with no
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No business plan, no major marketing plan and strategy, no t

hought given to branding, and etc. In

your head you scream:

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relate to this, you should check out David

Vinjamuri's new book

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Brands. In David's
book, he covers such
entrepreneurs as:

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A new book that
expounds on this
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Brands by David
Vinjamuri. In
Accidental Branding,
David profiles the
leaders of several
companies whose
brands took off
seemingly out of
nowhere and succeeded
in different, but amazing
ways.

Accidental Branding |

Lead on Purpose

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David is the author of
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Brands (Wiley, 2008)
and two novels. He is
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