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Page 1 MAIN IDEA

Brand building is very  
much back in fashion.  
Why? Mainly because a  
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broadly shared set of brand values provides a much more efficient organizing framework for a business enterprise than financial performance measures like market share, earnings-per-share or even the stock price.

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Bedbury proposes eight principles for 'A new brand world'.

Principle 1: Relying on Brand Awareness has Become Marketing Fool 's Gold Brand awareness and recognition have lost their significance in the changed business environment.

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rather than just bigger,

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connected, empowered  
society will bring.

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whose citizens are  
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