

Brand Turnaround: How Brands Gone Bad Returned to Glory . . . the 7 Game-Changers that Made the Difference (McGraw-Hill)

Position your company to handle any brand crisis--instantly and effectively. Toyota, Tylenol, and Goldman Sachs all made the best of serious brand crises. You can, too, with Brand Turnaround! Brand Turnaround examines a number of brand crises--explaining first what went wrong and then revealing the steps companies took to manage their recovery--all while giving you practical insight and methods you can use to make a positive difference in your brand.

You get the tools you need to develop a game plan within eight hours of the incident to prevent the problem from spreading; create a company culture designed to handle situations quickly and effectively; and manage emotions during the toughest days.

Brand Turnaround captures the churn, burn, and return to glory of over seventy-five brands. Some are small; others are global leaders. Some experienced monumental shake-ups and downturns; others were hit with an event or situation that caused intense public scrutiny, negative media coverage, and dinged the brand's stature.

What this book will do for your brand

Brand Turnaround is not a collection of "horror" stories; it is your roadmap to a healthy, sustainable future.

By learning from the missteps and misfortunes of others, this book:

- Clarifies the new opportunities and challenges that await today's brands.
- Addresses how and why brands go bad, get bruised, or become broken.
- Provides you with proven, pragmatic paths to brand recovery, and
- Inspires fresh thinking and actionable change, so your brand will succeed.



The author, Karen Post is an international branding/marketing consultant and professional speaker. Known by many as The Branding Diva® she helps individuals, businesses and nonprofits succeed with powerful, distinct brands.



"I hate to tell you it can happen for any company; a brand disaster. In Brand Turnaround - How Brands Gone Bad Returned to Glory, Karen Post explores what a brand catastrophe means and most importantly how to survive when they strike. Brand Turnaround is a great lifejacket for every company preparing for the unavoidable disaster before it strikes."

Martin Lindstrom
Bestselling author of
Brandwashed

"Karen Post is more than merely a game changer, she creates the rules for winning every time a 1.000 batting average, no mean feat. Brand Turnaround will completely reverse your field and create the home team advantage every time."

Alan Weiss, PhD
Author, *Million Dollar Consulting*
and *The Consulting Bible*

Brand Turnaround looks at over seventy-five brands that have bounced back from a brand-shaking event.

Using case studies include:

- Aruba
- BP
- Pirate's Booty
- JetBlue
- Martha Stewart
- Pee Wee Herman
- David Letterman
- Marks and Spencer
- Rupert Murdoch
- Persil
- Charlie Sheen
- SunChips
- Xerox
- ValuJet /AirTran
- Michael Vick

What others are saying about Brand Turnaround

"Wow! What an amazing book, chock full of quickly read, easy to understand and immediately actionable ideas to defend/strengthen/turnaround brands. My voluminous notes will fill my "To-Do lists for months to come and, I will gift your valuable gem of a book to my clients and associates."

James Belasco Ph.D.
Author, professor, entrepreneur

"Brand management during a crisis is one of the greatest challenges entrepreneurs face in today's market. A brand can quickly "make or break" an emerging or established company. Karen Post provides great lessons, not only for entrepreneurs, but for all of us as we build our own personal brands. Brand Turnaround is a must read for all "students" of entrepreneurship."

Rebecca J White, PhD
James Walter Distinguished Chair of Entrepreneurship, Professor and Director, University of Tampa

Brand Turnaround reveals how you can repair a battered brand image, and return to even greater glory.

Karen Post shares how all brands, commercial, individual brands, nonprofit, and destination brands can all rebound from the worst brand shakeups. She addresses how crisis media management, new social media tools, leadership traits, staying relevant and being distinct are critical to the recovery process.

Brand Turnaround gives readers insight on:

- Qualifying characteristics of a "brand gone bad".
- What to do on the day the brand explodes.
- How to create a crisis response and recovery plan quickly.

You'll learn how to:

- Decide when to play offense, defense, buy time, or throw in the towel.
- Determine what your real resources are and how to access the leaders, players, and water boys.
- Create critical change and understand the need to sacrifice the lambs.
- Evaluate the impact of disruption on your brand's culture.

Every minute of every day, all over the world, new brands are born. The day someone opens their doors for business or to further a cause, they are molding their brand and its destiny and are vulnerable to a brand shakeup.

Gain actionable ways to get your brand back on track, fast.

Karen takes the reader inside brands that have gone bad. She explores what separates the survivors from the big losers, the sustainable brands from the forever broken ones.

Master the Seven Brand Defining Game Changers that made the difference after some of the greatest brands experienced a public meltdown.

- Game Changer 1: Take Responsibility
- Game Changer 2: Never Give Up
- Game Changer 3: Lead Strong
- Game Changer 4: Stay Relevant
- Game Changer 5: Keep Improving
- Game Changer 6: Build Equity
- Game Changer 7: Own Your Distinction