

Lynne Cunningham's  
Book Review

*I just read a great book that I think should be added to your Leadership Library.*

<b>Book</b>	<b><i>A Marketer's Guide to Brand Strategy</i></b>
<b>Author</b>	Chris Bevolo
<b>Pillar of Excellence</b>	Growth – this is a marketing and branding book
<b>Publisher's Book Description</b>	<p>Building a brand is critical to positioning and differentiating your organization. To attract new patients, increase physician referrals, and build business partnerships your organization must use strategic branding.</p> <p>Through the advanced branding techniques and step-by-step guidelines in <b><i>A Marketer's Guide to Brand Strategy</i></b> you can:</p> <ul style="list-style-type: none"> <li>• Build a strong brand</li> <li>• Take a strategic, business-driven approach to branding</li> <li>• Prove the financial value of your brand</li> <li>• Stay ahead of your competition</li> </ul> <p><b><i>A Marketer's Guide to Brand Strategy</i></b> contains valuable case studies from organizations that have experienced branding success, including The Mayo Clinic. You'll be able to learn from their experiences and incorporate those ideas into your own brand strategy. You can also use this resource to avoid common branding misconceptions and mistakes.</p>
<b>LC Review</b>	A very prescriptive look at how to proactively develop a brand strategy that will focus and energize your healthcare organization. This book provides practical guidance on how – and why - the healthcare organization can – and should - take its first steps into the branding arena.
<b>Page</b>	<b><i>Lynne suggests that you pay special attention to some of these features in the book.</i></b>
<b>xii+</b>	<p>You may not think about your brand very often. Regardless, all organizations do have a brand. So the question isn't whether you want to have a brand, but whether you want to deliberately manage and build it. This book answers the following questions:</p> <ul style="list-style-type: none"> <li>• What is branding?</li> <li>• Why is branding valuable?</li> <li>• How is branding related to marketing, strategy and vision?</li> <li>• How is branding different for healthcare providers?</li> </ul>
<b>6</b>	<i>Whereas in business, the key driver in the flywheel is the link between financial success and capital resources, I'd like to suggest that a key link in the social sectors is brand reputation – built upon tangible results and emotional share of heart – so that</i>

	<i>potential supporters believe not only in your mission, but also in your capacity to deliver on that mission. Jim Collins</i>
<b>10</b>	Branding has begun to emerge thanks to the intersection of two major market forces that have the potential to drive dramatic change in the industry: the rise of competition and the consumer.
<b>21+</b>	<p>A brand is the value, the emotion, and the reputation a consumer gives any organization, product or service.</p> <p>At the most basic, brand strategies often contain three key elements:</p> <ol style="list-style-type: none"> <li>1. <b>Brand promise:</b> the overriding descriptor of the brand an organization wants its audiences to hold in their minds and hearts about the organization.</li> <li>2. <b>Brand attributes:</b> the values or “essence” of the desired brand.</li> <li>3. <b>Brand embodiment:</b> ways in which an organization demonstrates and communicates its brand.</li> </ol>
<b>50</b>	The number of healthcare organizations that have even taken branding to a strategic, organization-wide level is low.
<b>51</b>	For the most part, healthcare providers don’t have the choice of differentiating their brand on price, either low or high. Research shows that roughly 10% of all consumers are driven by price alone.
<b>54</b>	Brand supplements the mission, enhances the mission, even differentiates the mission, but it can’t supersede the mission.
<b>55+</b>	<p><b>Six Steps to Developing Your Brand Strategy</b></p> <ol style="list-style-type: none"> <li>1. <b>Identify internal participants. For a brand strategy to have any hope for success,</b> it must be developed using the input of organizational leaders.</li> <li>2. <b>Identify an external partner. An external brand consultant will bring:</b> <ul style="list-style-type: none"> <li>• Focused energy</li> <li>• The aura of expertise which is crucial to the process</li> <li>• A proven process</li> </ul> </li> <li>3. <b>Hold a kickoff session.</b> The kickoff meeting provides a formal initiation of the process, which helps to set the stage for the importance of the work.</li> <li>4. <b>Gauge your current brand.</b> A brand strategy is <i>aspirational</i> providing guidance to where you want your brand to be in the future.</li> <li>5. <b>Develop the core elements of the brand strategy.</b> <ul style="list-style-type: none"> <li>• Brand promise</li> <li>• Brand attributes</li> <li>• Brand embodiment</li> </ul> </li> <li>6. <b>Document the brand strategy.</b> You should write the brand book so that anyone in the organization can read and understand it, regardless of his or her</li> </ol>

	role or existing understanding of brand.	
<b>105+</b>	<p><b>Challenges to brand-building</b></p> <ul style="list-style-type: none"> <li>• A fundamental lack of understanding of brand. The vast majority of your organization will have little or no understanding of brand.</li> <li>• Branding often loses out to hard capital expenditures.</li> <li>• The ADP syndrome. <i>ADP = another damned program.</i></li> <li>• What have you done for me lately? Corporate cultures are often focused on immediate results, which often come at the expense of tomorrow's success.</li> <li>• Leadership turnover. The number-one reason brand strategies fail is lack of consistent leadership.</li> </ul>	
<b>Overall rating</b>	Outstanding	
<b>Publisher and Year Published</b>	2008	HCPPro
<b>Price</b>	\$129	
<b>Recommended by</b>	The publisher	

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