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*Personality not included



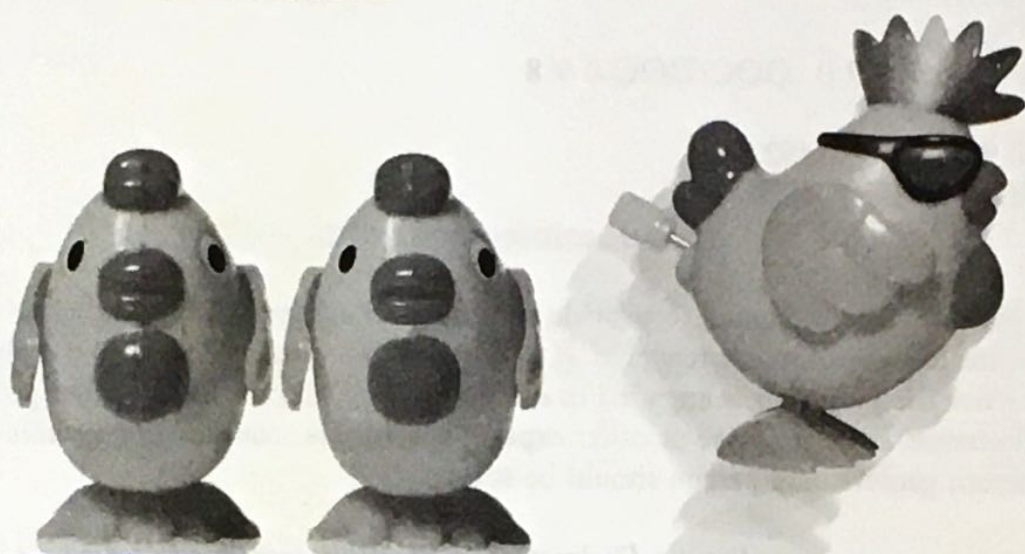
*Why Companies Lose
Their Authenticity—

And How Great
Brands Get It Back

Rohit Bhargava

Foreword by Guy Kawasaki

*Personality not included

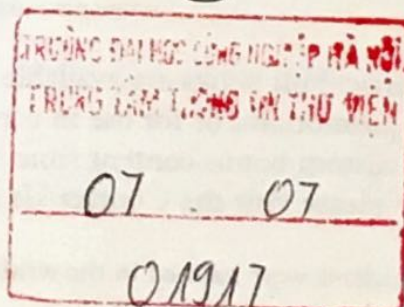


*Why Companies Lose Their Authenticity—
GIFT OF THE ASIA FOUNDATION
NOT FOR RE-SALE
QUÀ TẶNG CỦA QUỸ CHÂU Á
KHÔNG ĐƯỢC BÁN LẠI

And How
Great Brands
Get it Back

Rohit Bhargava

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Foreword

My mantra (as opposed to mission statement) is “empower people,” and part of my day job is listening to people’s ideas for new business. There are two big things I wish every entrepreneur knew. The first is that creating an “insanely great” product or service is a necessity. Without this, entrepreneurship is difficult, if not impossible. With it, you have a fighting chance, which is more than most companies have.

But what if your great product is competing with someone else’s great product? Sometimes, having a great product is only the first step. *Personality Not Included* is about the second thing that every entrepreneur should know: Your company/product/service must have a personality.

Rohit’s mantra is “personality matters.” It matters for what products or services people buy, and how many others they tell about them. It matters because it can help get the best out of a team of employees. And it matters because it humanizes your brand and your products. This book explains the what, how, and why of brand personality.

If that isn’t enough, here are three real-world reasons why you need to read this book:

- **Personality is the über-trend.** The Long Tail can get pretty tiring when it comes to books. For every niche marketing book about a specific subtopic of marketing, the amount of reading you need to do to keep up keeps growing. Thankfully, personality is an über-trend—one that is important to almost every business.
- **PNI is low on bullshiitake.** If, like me, you’ve read or skimmed dozens of business books you know bullshiitake when you smell it. Instead of focusing on theory, *PNI* has hundreds of examples, real stories, and a readable style.