



# Unique Now...or Never: The Brand is the Company Driver in the New Value Economy

*Jesper Kunde*

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"Let Kunde get into your mind, and you may just end up getting into your customer's mind! "A bravura performance from the undisputed Maestro of value positioning." Tom Peters, Palo Alto." "Kunde, whose "Corporate Religion "has been a bestseller since 1997, is probably the best brand guru in Europe. This is an elegantly written production that clarifies the enormous task facing business. "You must have either a unique product, a unique shop, a unique service or a unique brand. If you have none of these you will vanish"." " Book of the Week, The Sunday Times" Our parents valued products. Tangible, measurable, reassuringly solid things. Today, products are almost indistinguishable. Our generation of consumers focuses on attitude, emotional content and immaterial value. If you want to sell me a power drill, don't tell me how many watts the engine is; tell me how good I'll feel when a set of shelves I've put up stays up. This is the new value economy. Value differentiation is a crucial factor for success and the question on everybody's mind is simple: How do I stand out in the turmoil? What does it take to be unique? First you have to change your mindset. Always front a company with the brand - never ever the product. Understanding the power of a unique brand gives value-driven companies an advantage in the market. "Unique, Now or Never" sets out four new tools for companies in the new value economy to achieve that advantage. So ask yourself Do you have a unique company? If not - then change it Do you work in a unique company? If not - then find one Do you have a unique culture? If not - then build one

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