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Accidental Branding is a fun and simple read that tells the story of some of my favorite brands and their founders. Vinjamuri starts off quickly with his six rules of branding - Do sweat the small stuff, Pick a fight, Be your own customer, Be unnaturally persistent, Build a myth, and Be faithful.

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Accidental Branding describes how ordinary people are breaking the same rules in the same ways and building hugely successful companies in the process. Accidental Brands are worth studying because they do things differently. They break the "rules" of marketing.

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### **Accidental Branding: How Ordinary People Build**

Accidental Branding is not a marketing textbook, as it does not contain marketing jargon. Rather, it is an easy-to-read anthology of seven short stories about everyday people who have built extraordinary brands and enviable businesses.

### **Accidental Branding: How Ordinary People Build**

There is a great video of John Peterman in Lexington, Kentucky and you can see the cabin I describe in Accidental Branding. It's part of a panel who discuss Peterman with the host J.J. Ramberg after the video screens.

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