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MAIN IDEA Brand building is very much back in fashion. Why? Mainly because a clearly defined and broadly shared set of brand values provides a much more efficient organizing framework for a business enterprise than financial performance measures like

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## Scott Bedbury

### **A NEW BRAND WORLD - Main Street Magazines**

Bedbury proposes eight principles for 'A new brand world'. Principle 1: Relying on Brand Awareness has Become Marketing Fool's Gold Brand awareness and recognition have lost their significance in the changed business environment.

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achieving leadership in the twenty-first century. Scott Bedbury have helped brands become better rather than just bigger, to be more authentic and present, and better prepared for the scrutiny that a connected, empowered society will bring.

### **brandstream**

Brave New World is a dystopian social science fiction novel by English author Aldous Huxley, written in 1931 and published in 1932. Largely set in a futuristic World State, whose citizens are environmentally engineered into an intelligence-based social hierarchy, the novel anticipates huge scientific advancements in reproductive

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technology, sleep-learning,  
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