

**Sticky Brands exist in almost every industry.** Companies like Apple, Nike, and Starbucks have made themselves as recognizable as they are successful.

But large companies are not the only ones who can stand out. Any business willing to challenge industry norms and find innovative ways to serve its customers can grow into a Sticky Brand.

Based on a decade of research into what makes companies successful, *Sticky Branding* is your branding playbook. It provides ideas, stories, and exercises that will make your company stand out, attract customers, and grow into an incredible brand. *Sticky Branding's* 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries.

*"Every business has a brand — the only question is whether it's an intentional one. Sticky Branding will show you how to create a brand that attracts loyal, life-long customers."*  
— **John Jantsch**, author of *Duct Tape Marketing* and *Duct Tape Selling*

*"This book is no academic tome written for big business. Jeremy Miller shows entrepreneurs how to succeed because he's done it himself in his own company."*  
— **David Meerman Scott**, marketing strategist and author of *The New Rules of Marketing and PR*

**Jeremy Miller** is a Brand Builder and Keynote Speaker. After rebranding his family's business, Jeremy embarked on a decade long study of how small- and mid-sized companies grow incredible brands.

Cover design by DesignAndDevelop.com



\$22.99 | £15.99

ISBN: 9781459728103



9 781459 728103

JEREMY MILLER

STICKY BRANDING



DUNDURN

# STICKY BRANDING



12.5 Principles to Stand Out,  
Attract Customers &  
Grow an Incredible Brand

JEREMY MILLER