



## Visual Hammer: Nail Your Brand Into the Mind with the Emotional Power of a Visual

By Laura Ries

Ries Ries, United States, 2015. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. When my dad, Al Ries, wrote Positioning: The Battle for Your Mind in 1981, he overlooked one important idea. The visual. Positioning is a totally verbal concept. You build a brand by owning a word in the mind. Yet the best way into a mind is not with words at all. The best way into a mind is with visuals. But not any visual. You need a visual hammer that hammers a verbal nail. The Marlboro cowboy. Coca-Cola's contour bottle. Corona's lime. The cowboy hammers masculinity. The contour bottle hammers authenticity. The lime hammers genuine Mexican beer. A trademark is not a visual hammer. Almost every brand has a trademark, but fewer than one out of a hundred brands have a visual hammer. A trademark is a rebus which communicates nothing except the name of the brand. A visual hammer, on the other hand, communicates the essence of the brand. Visual Hammer is the first book to document the superiority of the hammer and nail approach to branding. Some examples. The pink ribbon that made...



[DOWNLOAD PDF](#)



[READ ONLINE](#)

[ 7.27 MB ]

### Reviews

*It is really an amazing pdf which i actually have possibly read. I really could comprehend almost everything using this published e pdf. Its been printed in an remarkably easy way and it is just soon after i finished reading through this book in which in fact changed me, modify the way in my opinion.*

-- **Jena Jacobi**

*This pdf is great. This really is for anyone who statte there had not been a well worth studying. You may like just how the writer compose this pdf.*

-- **Dr. Freida Leuschke II**

## See Also

---



### [Children s Rights \(Dodo Press\)](#)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...

---



### [Children s Educational Book Junior Leonardo Da Vinci : An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. \[British English\]](#)

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to expand and inspire young minds; this is...

---



### [From Kristallnacht to Israel: A Holocaust Survivor s Journey](#)

Dog Ear Publishing, United States, 2009. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In the 1930s, as evil begins to envelope Europe, Karl Rothstein is born in Austria. As his life...

---



### [Penelope s English Experiences \(Dodo Press\)](#)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 148 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...

---



### [Polly Oliver s Problem: A Story for Girls](#)

The Wildhern Press, United Kingdom, 2008. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin was an American children s author and educator. She was born in Philadelphia of Welsh...

---



### [Tales of Wonder Every Child Should Know \(Dodo Press\)](#)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author and educator. She was born in Philadelphia,...