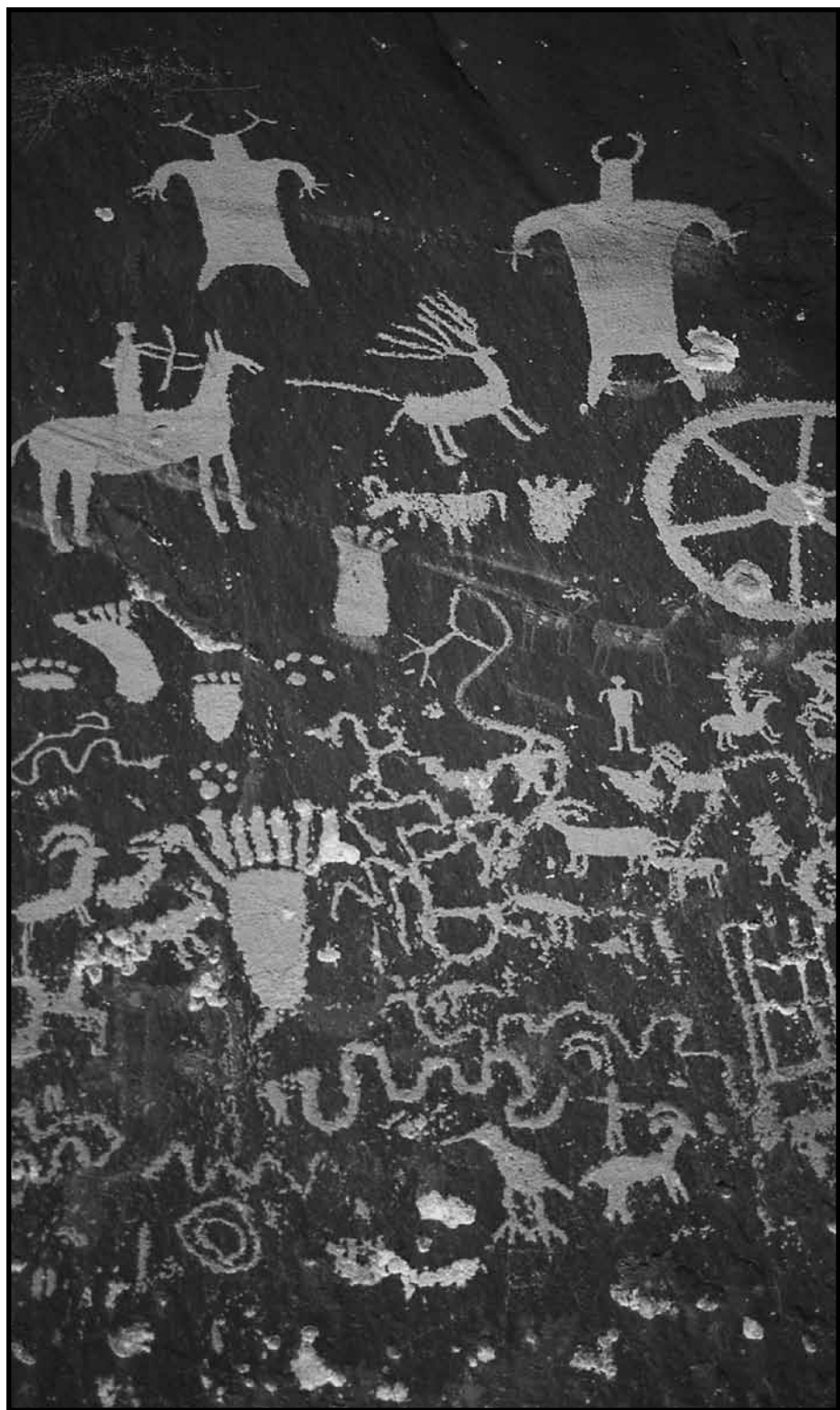


CHAPTER 10

# Branding/Marketing





## Nature

**T**he American Indian's concept of the relationship between human beings and the natural world was different from Western Culture. According to American Indian folklore, land simply existed and they merely existed on it. The notion of ownership was foreign to them.

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## Business Lesson

**W**hen it comes to ownership of a brand, the American Indian's philosophy is closest to the truth. As a marketing and advertising professional one of the most difficult concepts I had to explain to clients was the idea that while a company may own its corporate name, its product or its service, it does not own its brand. Yes, I'm aware that when Jaguar sold to Ford it received nearly as much compensation for the Jaguar brand as it was paid for the manufacturing plant and machinery. But my point is that "brand" resides in the prospect and customer's mind and it is created over time through a series of experiences. Brand is the emergent property of everything that is heard, read, said, written or seen and a company does not and cannot own all of that. For more information about branding and managing brand experiences go to the resources section at the back of this book.