



What is a 21st Century Brand?: New Thinking from the Next Generation of Agency Leaders

Nick Kendall

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What is a 21st Century Brand? How is it changing? What is critical now? What are the new mantras and principles? What are the new ideas for how to do it? What do you believe and what would you do therefore?

This book features 20 of the best papers produced during the 10 years of The IPA Excellence Diploma. Each is a fresh, original and uniquely personal perspective from the new generation of leaders across creative, media and digital agencies. Produced in partnership with internationally recognised advertising body, the IPA, they are accompanied by commentary from leading industry thinkers including Stephen Woodford, Mark Earls, David Wilding and Ian Priest, and edited by Nick Kendall. Together they offer you multiple perspectives and the opportunity for you to challenge yourself to consider what you believe.

Structured as 20 provocations written in the form of 'I believe... and therefore...', the essays are organised into three sections:

- What is a brand?
- How should we engage to build them?
- How should we organise to deliver?

Highlighting that today's most successful agencies are those which are embracing the new ways in which we consume content, What is a 21st Century Brand? delivers cutting-edge thinking across all areas of advertising practice.

If you want to take time to think about the real fundamentals of what we do as a business -create and build brands- this book will be all the stimulation you would want.

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