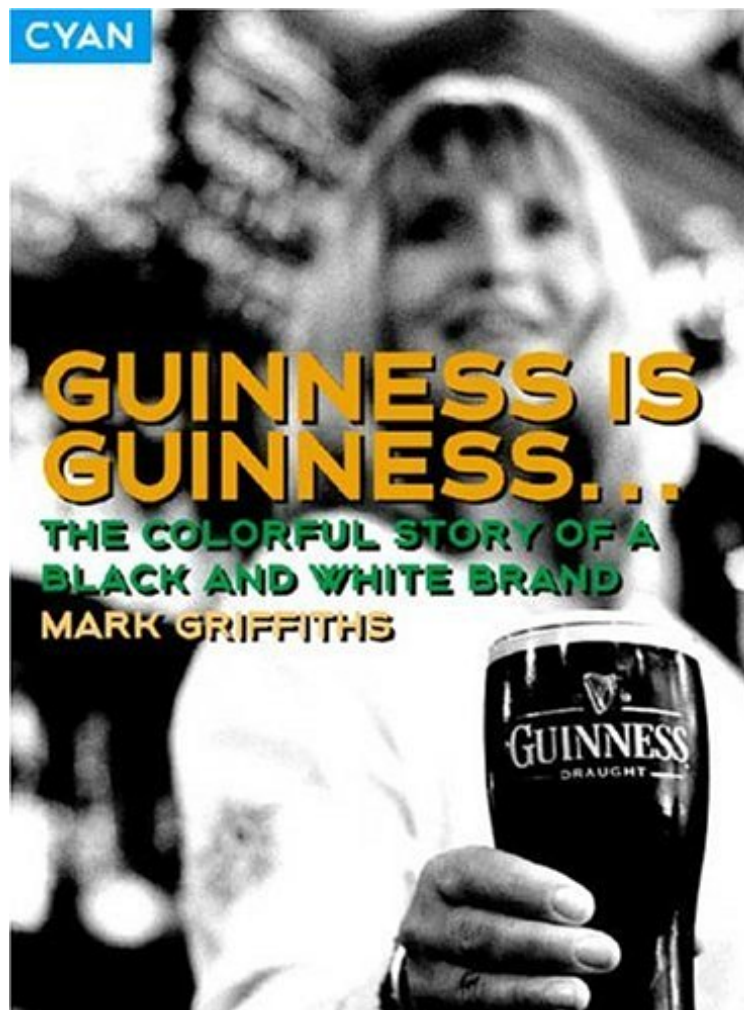


(Mobile book) Guinness Is Guinness: The Colourful Story of a Black and White Brand (Great Brand Stories series)

Guinness Is Guinness: The Colourful Story of a Black and White Brand (Great Brand Stories series)

Mark Griffiths

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Mark Griffiths : Guinness Is Guinness: The Colourful Story of a Black and White Brand (Great Brand Stories series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Guinness Is Guinness: The Colourful Story of a Black and White Brand (Great Brand Stories series):

0 of 0 people found the following review helpful. gift for husband, good choiceBy Avid readerThis was a gift for my Guinness drinking husband. He loved it. I haven't read it, but he recommends it if you want to learn more about your favorite drink.

The history of Guinness, from its humble beginnings in the pubs of Dublin to its spread to bars in Nigeria and Indonesia, is explored in this fascinating analysis of the 250-year-old brand. Popular Guinness ads from across the years are included, as well as information on current company practices and marketing campaigns. Each title in this series features an in-depth, biographical look at one of today's top brands, such as Guinness, Adidas, and Starbucks. The brands included have all established themselves not only as financial successes but also as cultural icons. The storytelling style and eye-catching design of the books make learning about these innovative brands stimulating and enjoyable.

"He'll make you smile one minute and be in-your-face the next. Writing like that gets my vote every time." -- Anita Roddick, founder, The Body Shop
People say "Guinness is Guinness", but it's not as black and white as that. When you pick up that monochrome pint, you're about to taste 250 colourful years of global heritage whose ingredients are astounding innovation, obsessive quality, memorable advertising and a passionate devotion to remaining the world's top stout. Guinness is Guinness tells the story of a truly global brand that's more than just a beer. Today, Guinness is accepted everywhere it trades because it employs local people, uses local resources, adapts to local tastes, advertises with local relevance and reverence as well as giving people a product they can enjoy and relax with. All are factors that combine to give a modern meaning to the 75-year old gone-but-not-forgotten advertising slogan, "Guinness is good for you." Does it really taste better in Ireland, its spiritual home? For those who want to get to the bottom of the glass, this book of stories reveals the answer to this and provides fascinating insights into a brand that has inspired warmth in drinkers and non-drinkers alike for a quarter of a millennium. From the Inside Flap
Mark Griffiths is a self-confessed adorer of Guinness. The passion he feels can be tasted in every word of this book. This is no company history. Go with the flow and you'll find out about the people and events that have made Guinness the brand it is today. Guinness has been going strong since 1759, and I can think of very few brands of such longevity. After 250 years, Guinness continues to inspire loyalty and commitment; and still you feel there is so much more to come. If you're interested in Guinness; if you want to learn lessons from one great brand to shine a light on another; if you want to read a good story . . . read on. From the Preface by John Simmons