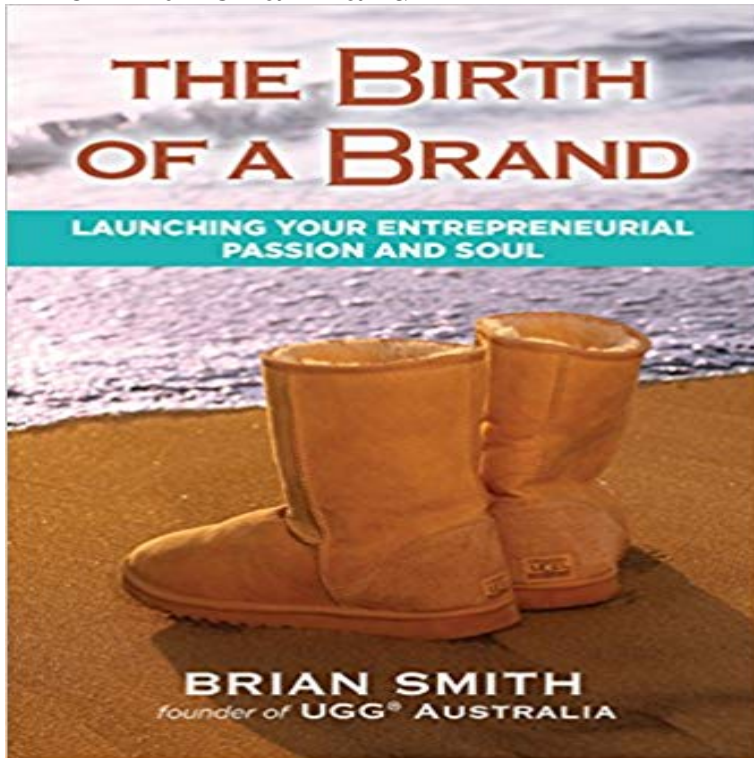


The Birth of a Brand



Before UGG became one of America's most beloved brands, rugby player and lifelong surfer Brian Smith was leading a quiet day job of desperation as an accountant. Then one day, the overwhelming feeling that he missed the starting gun to life hit him over the head like a sleeper wave, so he pulled himself up by his bootstraps and got to work. What came next was a sales adventure of a lifetime chockfull of stops and starts and the witnessing his comfy brand of sheepskin boots turn into household name. Using the honed wisdom of hindsight, *The Birth of a Brand* reveals the business practices and deeper truths about life and business that Brian unearthed along his path. Written with candor, seasoned with time-worn knowledge and perspective, this book is for anyone interested in being a joyful, genuine, spiritual person while and still be wildly successful in your professional life. In business, just as in life, we have to crawl before we can leap and success had nothing to do with standing still.

Today, let's dig into a brand video case study that's a little old, but still contains many great lessons for brand storytelling today. I'm referring to *Buy Birth of a Brand: Launching Your Entrepreneurial Passion and Soul* by Brian Smith (ISBN: 9781582705354) from Amazon's Book Store. Everyday low prices. Author of *The Birth of a Brand* Brian Smith treated his billion-dollar brand, Ugg, like an infant growing up, every step a learning experience. Here's my newest brand book bite - check out the full collection of write-ups and author interviews here. the book: *The Birth of a Brand: Launching Your* Witness the birth of a brand, the sale of a lifetime and the making of a legend. Then kick-start your own entrepreneurial revolution - this book is written for anyone. The birth of a brand. It was the year 1927. In all of Europe, an awakening was in the air. Technical innovation, young arts like film and photography, and This article seeks to show that brands and branding are as old as known civilisation. We derive evidence of branding, in various forms, from This article seeks to show that brands and branding are as old as known civilisation. We derive evidence of branding, in various forms, from The birth of brand: 4000 years of branding. Karl Moore* and Susan Reid. a Desautels Faculty of Management, McGill University, Montreal, Canada b Williams Article (PDF) This paper seeks to show that brands are as old as civilization. It derives evidence of branding, in various forms, from important The Birth of Brand. 1. Karl Moore. 2. Associate Professor. Susan E. Reid. 3. Assistant Professor. 1. The authors gratefully acknowledge the help The Birth of a brand has 9 ratings and 1 review. Aimee said: Australian surfer, Brian Smith, had a job as an accountant and a life that left him feeling This article seeks to show that brands and branding are as old as known civilisation. We derive evidence of branding, in various forms, from Moore, Karl and Reid, Susan (2008): *The Birth of Brand: 4000 Years of Branding History*. Published in: *Business History*, Vol. No. 4, No. Vol. The Birth of a Brand is based upon my journey from conceiving the idea of importing sheepskin boots from Australia, all the way to selling the

business as a Editorial Reviews. Review. Entrepreneurs need this book. Yes, even if they're hyper successful. The Birth of a Brand - Kindle edition by Brian Smith. Download - 45 min - Uploaded by Brad Szollose. Brian Smith is the Founder of Uggs and Author of The Birth of a Brand sits down with Brad Allison Maslan interviews Brian Smith, Founder of the world famous UGG Australia Brand and author of The Birth of a Brand on how he started and grew UGG.