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Accidental Branding tells the story of seven "accidental" brands and how their founders beat bigger competitors by breaking the standard rules of marketing. Successful brands like Burt's Bees, J. Peterman, and Clif Bar reveal how doing things differently can lead to big-time success.

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Accidental brands are those brands that don't come from corporate headquarters but instead from ordinary, hardworking people with good ideas and a willingness to trust their instincts over the established rules of brand building.

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Accidental branding : how ordinary people build extraordinary brands. [David Vinjamuri] -- Provides the stories behind seven entrepreneurs who unintentionally created name brand products, including Julie Aigner-Clark of Baby Einstein, Gary Erickson of Clif Bar, and Roxanne Quimby of Burt's... Your Web browser is not enabled for JavaScript.

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A This is a clearly written book about "accidental" entrepreneurs, who remained true to their brand promise. Vinjamuri has defined an accidental brand as one where: 1. An individual who is not trained in marketing must create the brand 2. The individual must experience the problem that the brand solves. 3.

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