

Richard Gee

From: Brian R Richards Ltd [brand@brrltd.com]
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BrrandNew

ISSUE

04

BRIAN R RICHARDS LTD | BRAND PERFORMANCE

New views on brand performance

JULY 2006

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Contact Us

- ▶ Brian R Richards Ltd
6 Leek Street, Level 2
Newmarket, Auckland
New Zealand
Tel +64 9 520 0014
Fax +64 9 522 2709
Email brand@brrltd.com
Website www.brrltd.com

Dear Richard

Great brands are about three important things - a strong point of difference, a supportive culture and a story you've never heard before. In this issue of BrrandNew we look at these three aspects in building a strong brand.

THE POWER OF IDEAS

Branding Cleverness - Your Future Way in the World



By BRR Senior Writer, Mike Hodge

As relative minnows in the global tide of trade, the ability of our export businesses and our national economy to make headway increasingly relies on clever thinking. BRR Senior Writer Mike Hodge looks at trends that are encouraging businesses to appreciate, build and protect their all-important IP.

[Read the full story \(reading time 4 mins\)](#)

YOUR INTERNAL CULTURE

The 'Make or Break' Factor in Brands



By BRR Singapore Director, Margaret Miles

Amongst the glossy new brochures and logos it's easy to overlook the real powerhouse behind your brand - your employees and representatives. These are the folks who will deliver the return on your brand investment, or lose it. Margaret Miles, Director of BRR's Singapore Office, looks at ways to cultivate the right internal culture for your brand.

[Read full story \(reading time 4 mins\)](#)

OLD TRICKS

The Art of Storytelling



By BRR Senior Writer, Mike Hodge

Around since the old cave dwelling days, stories have lost none of their power to engage and influence audiences of every persuasion. Mike Hodge extols the virtues of storytelling, a popular tool in BRR's communications kit, and explains how it retains its cutting power in today's techno-centric business world.

[Read full story \(reading time 3 mins\)](#)



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