

September 22, 2021



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## The 6 New Rules of Business



In what has been an unprecedented changing world the past 18-plus months, the rules of business continue to change dramatically. See why the Aspen Institute's Judy Samuelson says these profound shifts in attitudes and mindsets are redefining our notions of what constitutes business success.

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## What they're saying...

**"What leading brands have already figured out is that an investment in sound is a powerful way to keep their competitive edge in the marketplace and make meaningful emotional connections with consumers."**

— John Taite, Executive VP of Made Music Studio, on how some of today's leading brands are orchestrating sonic identities

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## What we're reading...

### Positioning for Advantage: Techniques and Strategies to Grow Brand Value

By Kimberly A. Whitley



Most of us have an intuitive sense of superior branding. More than anything, we seek ones that deliver on some important, relevant dimension better than other brands. These are the ones that typically achieve positional advantage. In "Positioning for Advantage, Kimberly Whitley lays out a comprehensive how-to guide for creating, building and executing effective strategies for your brand.

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