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that I read (the first one was Brand Gap). It's a really great read, and has inspired me to think more deeply about customer experience and brand touch-points (both those of my clients and my own).

**The Brand Flip:**

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book (and previous ones) is a good testament of that.

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the hands of the customers. This is the brand flip, a pan-industry judo throw that's taking down some companies raising others to the status of superstars.

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Neumeier brings  
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brands, eat brands,  
listen to brands,  
and they’re  
constantly telling  
others about the  
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you can't tell someone about a brand you can't remember.

Additionally, a strong brand website strategy, like backlinks, is critical to generating referrals or viral traffic.

## **Why is Branding**

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