

## Zag The Number One Strategy Of High Performance Brands

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In his first book, THE BRAND GAP, Neumeier showed companies how to bridge the distance between business strategy and design. In ZAG, he illustrates the number-one strategy of high-performance brands—radical differentiation. ZAG is an AIGA Design Press book, published under Peachpit's New Riders imprint in partnership with AIGA. For a quick peek inside ZAG, go to [www.zagbook.com](#).

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The Plot: In The Brand Gap, Marty Neumeier covers five key areas to better branding - one of which his differentiation. Zag focuses on differentiation, or finding your 'zag', the way you differ yourself from everyone else in the market, therefore owning (or at least coming in second) within your market.

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ZAG while everyone else ZIGS would be the headline to this wonderful marketing strategy book. This book is every bit as concise and to the point there is to exploring business strategy on creating a brand. The author purposely made the book a short read and I appreciate it.

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