

## *Zag The Number One Strategy Of High Performance Brands*







### **Zag The Number One Strategy**

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In a mature category, what you often find is that the number-one brand has roughly twice the market share of the number-two brand, which has roughly twice the share of the number-three brand, which has roughly twice the share of the number-four brand, and so on, until there's no market left to share.

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"When everybody zigs, zag," says Marty Neumeier in this fresh view of brand strategy. Zag follows the ultra-clear "whiteboard overview" style of the author's first book, The Brand Gap, but drills deeper into the question of how brands can harness the power of differentiation.. The author argues that in an extremely cluttered marketplace, traditional differentiation is no longer enough - today ...

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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](http://www.zagbook.com).

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Zag: The #1 Strategy of High-Performance Brands. When everybody zigs, zag. 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.

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