

## THE HERO AND THE OUTLAW BUILDING EXTRAORDINARY BRANDS THROUGH THE POWER OF ARCHETYPES%0A

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The simple, graceful and very fitting answers are given by Margaret Mark and Carol Pearson in their new book *The Hero and The Outlaw - Building Extraordinary Brands Through the Power of Archetypes*. When a brand taps into one of their twelve major archetypes, and does so in a way that feels right and appropriate, then the brand 'works.' Consumers respond, a channel of understanding is opened, the message is received.

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*The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes*

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*The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes* [Margaret Mark, Carol Pearson, Carol S. Pearson] on Amazon.com. \*FREE\* shipping on qualifying offers. A brand's meaning how it resonates in the public heart and mind is a company's most valuable competitive advantage. Yet

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*The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes*. Co-authored by Margaret Mark, *The Hero and the Outlaw: Building Extraordinary Brands Through the Power of Archetypes* (New York: McGraw-Hill, 2001, 2002) is a guide for authentic, values-based approaches to identifying the archetypal stories basic to an organization's culture and for developing a clear

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