



# The Science Of Branding: 20 Proven Ways To Make Better Branding Decisions

*Mark Prus*

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There is a large body of scientific research in consumer behavior and decision making that demonstrates the fundamental principles of branding and provides solid rationale for certain branding decisions. Too often people ignore that research and make bad decisions on branding.

Why do people ignore the fundamental rules of branding? Why would someone ignore scientific research that has proven that certain types of names are less persuasive than others? I believe it is because people don't know that this research is available and, even if they do, they don't have the time or desire to sort through it and make the right conclusions on how to apply it.

This book will help. I've spent over 25 years developing and marketing great brands. I'm also a bit of a numbers geek (reference my Carnegie-Mellon business school background). I'm an expert at analyzing consumer behavior and developing brand names that build businesses. There are a number of great books out there that provide insights into consumer behavior (specifics presented in the resources section), but nobody has applied this research to the task of developing a great brand name—until now.

Even inexperienced people can develop a great brand name for their product, service, or business if they just follow some basic rules of branding and pay attention to the scientific research in the field of persuasion. Sounds easy, right? Coming up with names is actually the easy part. The hard part is knowing which names are better than others. That is where this book can help.

Each chapter of this book focuses on one aspect of branding and provides relevant scientific research that will guide you on a course of action. Properly applied, this scientific research can help you make better decisions about your branding challenge. While there is no “magic formula” that helps you develop a great name, following these guidelines will maximize your chance of developing and choosing a great brand name.

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