

Accidental Branding

for the Purposeful Entrepreneur

What do these Entrepreneurs have in common? John Peterman of the legendary J. Peterman catalog; Craig Newmark, founder of the online classified site craigslist.org; Gary Erickson, inventor of the Clif Bar; Myriam Zaoui and Eric Malka, founders of The Art of Shaving stores; "Mother" Gert Boyle of Columbia Sportswear; Julie Aigner-Clark, founder of Baby Einstein; and Roxanne Quimby of Burt's Bees?

They are all "Accidental" Branders!

If you're a small business owner, a future entrepreneur, or even a corporate marketer looking to build a more authentic brand, Accidental Branding offers an inside look at some of the world's best and least likely brand leaders.

UT Arlington and the SBDC for Enterprise Excellence & TMAC will be hosting noted author David Vinjamuri to speak on the timely topic of marketing for success.

Topics to be covered include:

- The common mistakes of corporate brands
- How to compete without advertising
- Why new media means new opportunities
- Why less is more with brands
- How to build a strong brand message
- How to turn a brand into a household name
- The new rules of renegade brand building

About David Vinjamuri

David Vinjamuri is adjunct professor of marketing at New York University and president of ThirdWay Brand Trainers, a leading brand marketing training company. David has more than 18 years of marketing and management experience. He started his marketing career at Johnson & Johnson and later worked for Coca-Cola and DoubleClick. David is a graduate of Swarthmore College and the Fletcher School of Law & Diplomacy. John Wiley & Sons is the publisher of David's book on entrepreneurs, Accidental Branding: How Ordinary People Create Extraordinary Brands. Four signed books will be given away to registrants in a drawing

When: November 17, 2009

Time: 6:00 pm

**Where: Nedderman Hall
RM 100**

416 S. Yates St.

COST: FREE!

Free Pizza and Soda!

For registration (email name and email address) or more information please contact: sbdcevents@uta.edu

Free parking in UTA lot 36

Drawings for autographed copies of Vinjamuri's book, "Accidental Branding", for REGISTERED attendees.

Sponsored By

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