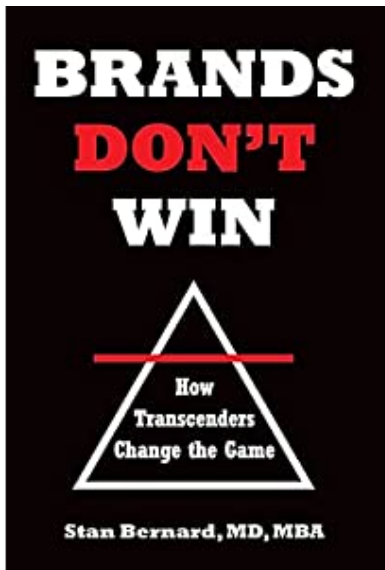




Readers' Favorite® Book Reviews and Award Contest

Book Review Mini-Critique



Below you will find ratings (scale of 1-5) with general descriptions for the major parts of your book followed by your Readers' Favorite review. Although this is just a Mini-Critique, we hope it will give you an insight into how readers may view the different components of your book.

These are the opinions of your reviewer, and although they are not a literary professional, they are an avid reader of books just like yours.

Title: Brands Don't Win
Subtitle: How Transcenders Change the Game
Author: Stan Bernard, MD, MBA
Genre: Non-Fiction - Marketing



Appearance: The appearance of a book can make a significant impact on the experience of a reader, whose enjoyment is often enhanced by an enticing cover, an intriguing table of contents, interesting chapter headings, and when possible, eye-catching illustrations.

4

Plot: The characters of a book should be well defined with strengths and flaws, and while they do not have to be likable, the reader does have to be able to form a connection with them. The tone should be consistent, the theme should be clear, and the plot should be original or told from a unique perspective. For informative books -- those without plot and characters--this rating refers primarily to your concept and how well you presented it.

5

- Development:** Development refers to how effectively you told your story or discussed your topic. The dialogue should be realistic, the descriptions should be vivid, and the material should be concise and coherent. Organization is also a key factor, especially for informative books -- those without plot and characters. The order in which you tell your story or explain your topic and how smoothly it flows can have a huge impact on the reader's understanding and enjoyment of the material.
- 5**
- Formatting:** Formatting is the single most overlooked area by authors. The way in which you describe scenes, display dialogue, and shift point of view can make or break your story. In addition, excessive grammatical errors and typos can give your book an amateurish feel and even put off readers completely.
- 5**
- Marketability:** Marketability refers to how effectively you wrote your book for your target audience. Authors may include content that is above or below the understanding of their target reader, or include concepts, opinions or language that can accidentally confuse or alienate some readers. Although by its nature this rating is very subjective, a very low rating here and poor reviews may indicate an issue with your book in this area.
- 4**
- Overall Opinion:** The overall starred rating takes into account all these elements and describes the overall reading experience of your reviewer. This is the official Readers' Favorite review rating for your book.
- 5**

Review:

Reviewed by K.C. Finn for Readers' Favorite

Brands Don't Win: How Transcenders Change the Game is a work of non-fiction that focuses on business, marketing, and branding. It is intended for the general adult reading audience and was penned by author Stan Bernard, MD, MBA. From the mind of this globally renowned and award-winning consultant comes a concise but comprehensive guide to how major successful companies corner their market by changing the rules of the typical brand game. The work explains how these businesses break and remake the rules, and how any aspiring business and/or marketing professional can do the same.

Even as a total layman to the world of marketing, I found it absolutely fascinating to explore the inner workings of some of the world's most successful companies, especially with someone as eloquent and knowledgeable as Stan Bernard as my guide. One of the features I particularly enjoyed about this work was the balance of accessibility versus professionalism in the narrative style, which conveys Bernard's wealth of experience and knowledge in his field, but also makes the text engaging and easy to understand, even for total beginners to the marketing world. I also thought the work was very well organized and easy to refer back to as a handy learning guide. Those aspiring to work in this field, and indeed those who already do, will surely find *Brands Don't Win* to be an invaluable guide to creative thinking, innovation, and transcending to find success. A highly recommended and engaging read for one and all.