



## Summary: Brand Hijack - Alex Wipperfurth: Marketing Without Marketing

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**Summary: Brand Hijack - Alex Wipperfurth: Marketing Without Marketing** BusinessNews Publishing  
**Complete summary of Alex Wipperfurth's book: "Brand Hijack: Marketing Without Marketing"**

This summary of the ideas from Alex Wipperfurth's book "Brand Hijack" shows that companies like Starbucks, eBay, Palm and Red Bull have built multi-billion-dollar valuations without using any conventional advertising campaigns. The success of these companies demonstrate the smart approach to building a business and a brand in the twenty-first-century is to do what can be termed "marketing without marketing". More specifically, these brands create the illusion that success is happening serendipitously as driven by the users rather than as dictated by the corporation. This is the essence of marketing without marketing. The key to building a brand nowadays is to let the market hijack your brand. The more marketplace involvement you have, the better – even if that takes your brand off in unanticipated directions. What you'll ultimately end up with is a brand experience which is richer, better, more genuine and therefore more sustainable than anything you would have consciously developed yourself.

## **Added-value of this summary:**

- Save time
- Understand key concepts
- Increase your business knowledge

**To learn more, read "Brand Hijack" and discover a different approach to successful marketing in the twenty-first century.**

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