



Do Purpose: Why brands with a purpose do better and matter more.

David Hieatt

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The most important brands in the world make us feel something. They do that because they have something they want to change. And as customers, we want to be part of that change. These companies have a reason to exist over and above making a profit: They have a Purpose.

Yes, we love the product they make. But the thing we love most about them is the change they are making.

Purpose is an incredibly powerful thing. It provides the strength to fight the impossible. It tells your story, it builds your teams and it defines your culture.

In Do Purpose, David Hieatt offers insights on how to build one of these purpose-driven companies. You know, those rare brands we all fall in love with. The crazy ones that don't just make something, but change something as well.

Do Purpose: Why brands with a purpose do better and matter more. Details

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Paul says

Excellent. A book that will be referred to frequently.

Kilian says

Kort, simpel boekje over branding. Lijkt vooral gericht op start-up founders, maar er staan ook goede tips in voor marketeers, directeuren en andere mensen die zich bezighouden met de cultuur, producten en diensten van een bedrijf. Geen literair hoogstandje en hier en daar wat generiek, maar al met al een aanrader voor iedereen die iets met branding heeft en even wat (snelle) inspiratie zoekt. Paar voorbeelden:

- The best business models become role models - veel gevestigde bedrijven kijken naar de bedrijfsmodellen en innovatieve cultuur van hippe, relatief jonge Silicon Valley start-ups en scale-ups. Men gaat hier boeken over kopen en wil de successen doorvoeren in eigen bedrijven.

- Speed matters in a digital world, patience matters in the analogue world - in dit huidige tijdperk is er niet veel nodig om een bedrijf te beginnen. Je hebt niet veel nodig om. Kleine teams kunnen veel teweegbrengen. Pioniers kunnen de tools aanpakken. Maar het kost ook tijd om een goed bedrijf te bouwen. In deze snelle 'one-click' wereld wordt dat wel eens vergeten.

En meer van dat soort snackable leuzen.

Deed me trouwens denken aan 'Whatever you think, think the opposite' van Paul Arden. Niet heel gek, omdat David Hieatt net als Arden voor reclamebureau Saatchi en Saatchi heeft gewerkt. Een boekje om zo nu en dan even open te klappen.

Sophie says

David Hieatt presents the principles of a purpose driven brand and shows you how you can apply them to your own by building your culture, defining your purpose, and doing one thing *really* well. This book has jumped right to the top of my list of books every creative should read. Do Purpose reinvigorated my passion for cultivating a purpose for my brand and expressing it clearly through all my actions. It's a quick read yet intensely powerful and I urge you to get a copy now.

Ashleigh Lambert says

One of the most quotable books for a marketing consultant. Well worth a read.

Fab Mackojc says

This is a short, easy read with helpful tidbits for business owners. Most of the insights I was aware of already but this served as a good reminder. Here were my biggest takeaways:

- Define your enemy. It doesn't have to be another company, it can be bad design, pollution, bad service, complexity. This provides your purpose and the extra fuel to keep going.
 - Aim to be a brand that knows what change it wants to make in the world.
 - Write your business plan on a doormat because the constrained space helps you get to the clearest explanation of your purpose.
 - Self-imposed insanely impossible deadlines often help. If you want to achieve amazing things quickly set yourself tough, almost impossible deadlines. Otherwise Parkinson's law will come into play: "work expands so as to fill the time available for its completion".
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Bex says

This is a very simple visual book (would go well in the loo, for those who have those sort of things), that's full of useful insights. I always say I don't want to teach people to sell more shoes, but this guy sells jeans, and has brought 400 jobs back to a jobless part of Britain in doing so ... products with values, that's what I want to see!!

Poonam says

You will feel most alive if you create where your love, skill and the zeitgeist meet.

Define your enemy. A way of getting at purpose.

The three most harmful addictions are heroin, carbohydrates and a monthly salary.

Write your business plan on a doormat so every word costs and it will be concise.

Rule 1: Make a great product. Rule 2: Don't forget rule number 1.

Your time is limited. Remember that. Start today on your idea. Self-imposed insanely impossible deadlines often help.

Terri Lohman says

short, sweet, to the point

I read this book in under 2 hours.

It reiterated a lot that I knew and gave me ideas for the evolution of my business.

I even took notes, something I rarely do.

Yunis Esa says

I have to admit that this type of style of presentation is great to read. One could get into the rhythm of the author and feel inspired by the ideas. I feel that sometimes writer's are pressured to increase there word count. There work complicates an idea to the point that one could make his own assumption about the meaning of the writer. This type of book is harder to write because the author is limited to how much he could say. The author must presented his idea clearly and simply.

Jennifer says

Short, simple and to the point. Nothing really new but good to be reminded of the info in the tiny book every once and awhile. There were a few quotes I've written down since they jumped out at me.

Hjd says

Short, simple, to the point. Love it for what it is and will definitely refer to it on multiple occasions.

Anastasiya Mozgovaya says

a short book that filled me with enthusiasm that i desperately needed.

Jarkko Laine says

A quick, inspiring read. Very visual and full of quote-worthy one liners on the different aspects of running a business with a purpose.

Luca says

For some reason I thought that this book would be written from a 'consumer perspective' when I first saw the book. Turned out it is not, since it focuses on how your business can make a difference, or put differently how you can become a brand with a purpose.

Now, I do not currently own a business, nor is that something I aspire to do in the near future. Yet, this book gave some food for thought. For example, I could not help but reflect the ideas of Chapter 5 'People' to my own work situation, and how it is to be an employee for my employer.

It is short, to the point, and it has a lot of nice quotes. This made it a quick read, but unlike other quick reads I think this is a book you will want to go back to. Whether it is because you are looking for inspiration, or are

just unsure if you are still on the track you envisioned for your business, I think that this book will keep you satisfied over time.

I rated this book with 4 out of 5 stars. If you are running your own business I would say this is a must, but even if your not quite the entrepreneur yourself, it has some interesting insights to offer.

Documentally says

An easy read (2 sittings) with some lovely little nuggets. A good round up of collective wisdom. Sure to inspire. The book itself is a beautiful thing. Well made for continued referencing and dipping into.
