



Harry Potter: The Story of a Global Business Phenomenon

By S. Gunelius

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The Harry Potter books are the bestselling books of all time. In this fascinating study, Susan Gunelius analyzes every aspect of the brand phenomenon that is Harry Potter. Delving into price wars, box office revenue, and brand values, amongst other things, this is the story of the most incredible brand success there has ever been.

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Editorial Review

Review

'Gunelius' book demystifies the success of the Harry Potter series. While others have called the phenomenon 'magical,' this book proves that it was really the result of a carefully crafted strategy a strategy that any business can replicate and profit from. Unless you'd rather not be the Harry Potter of your industry read and learn!' - Drew McLellan, author of 'The Marketing Minute' blog and Top Dog at McLellan Marketing Group

'Susan Gunelius recounts in rich detail the real life story behind the marketing and branding of a story book phenomenon. She takes us through the triumphant diffusion of a glorious product using emotional communication through word of mouth, the internet, advertising, merchandising and other viral branding strategies. I specially liked the many mini-case studies, using a wealth of information on various branding campaigns, dispersed throughout the book. This book is a must for anyone interested in the marketing of imaginative products. It makes the crucial point that consistency and differentiation account for marketing success.' - Arjun Chaudhuri, Thomas R. Fitzgerald, S.J. Professor of Marketing, Charles F. Dolan School of Business, Fairfield University, Connecticut, USA

'A comprehensive look at the marketing around the Harry Potter franchise and what steps J.K. Rowling and her team of publishers and marketers took to make Harry Potter into a worldwide phenomenon.' - John Laughbaum, Vice President, Channel Marketing and Sales Development, Aflac Incorporated

'Through its factual and analytical approach to marketing and branding, scattered with original Harry Potter facts and quirky references to the wizarding world, the book strikes the right balance to appeal to all.' - Sarah Sanderson, Edge

'It had to happen. Harry Potter as a concept is now officially subject to academic review and author Susan Gunelius has done it proud in Harry Potter: The Story of a Global Business Phenomenon. This is an erudite marketing text, using Harry Potter as a vehicle for learning.' - Julie Hyde, Professional Manager

'You'll be sure to learn more about how to position your own services and how to guide your own products through the marketplace by learning from this extraordinary example.' - www.asuccessfulwoman.com

'In The Story of a Global Business Phenomenon, Susan Gunelius tells us about everything we need to know from the price wars, to the merchandising, the word-of-mouth to the social networking. And she does it in a way that makes it clear that the compelling story of Harry Potter's life and times was just part of an equally compelling branding story.' - Allen P Adamson, author of BrandDigital and BrandSimple

About the Author

SUSAN GUNELIUS is President & CEO of KeySplash Creative, Inc. (www.KeySplashCreative.com), a full-service marketing communications provider. With over 15 years of marketing experience, she spent over a decade of her career developing and executing marketing programs for some of the largest companies in the world, including divisions of AT&T and HSBC. Gunelius is the author of several business-related books, and her marketing articles have appeared in numerous publications, including Entrepreneur.com, MSNBC.com, WashingtonPost.com, FoxBusiness.com, and more. Susan also writes several business and marketing blogs, including her blog for women working in the field of business at

www.WomenOnBusiness.com and her company blog at www.keysplashcreative.com/category/blog.

Users Review

From reader reviews:

Ethel Ellis:

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John Davis:

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